

# PLACER COUNTY ECONOMIC AND DEMOGRAPHIC PROFILE 2004

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PLACER COUNTY, CALIFORNIA

*Prepared for*

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**Office of Economic Development**  
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## Foreword

Placer County, one of California's fastest growing counties, is characterized by high incomes and a technology-based economy. The attractions of the region, including comparatively affordable land and housing, as well as a superior quality of life, ushered in a decade of unprecedented expansion.

Placer County offers safe neighborhoods, excellent schools and an outstanding transportation system. The transportation system of federally and state-funded highways was a precipitating factor in the construction of housing, business and industrial parks. This construction of housing and industrial parks brought new residents to Placer County who, in turn, benefited the local economy by demanding goods and services.

The Sierra Nevada Mountains, home to the 1960 Winter Olympics and the largest concentration of world class ski resorts in the Western United States, provide an abundance of year-round recreational and cultural opportunities to the residents of Placer County and visitors from other parts of the Greater Sacramento Area, as well as the San Francisco Bay Area.

The *Placer County Economic and Demographic Profile 2004* provides an economic and demographic survey of the Placer County, and provides detailed statistics on the three distinctive regions of the county: the Valley, the Gold Country and the High Country.

The *Placer County Economic and Demographic Profile 2004* was prepared for the Placer County Office of Economic Development by the Sacramento Regional Research Institute (SRRI), a joint venture of California State University, Sacramento and the Sacramento Area Commerce and Trade Organization.

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## **INTRODUCTION**

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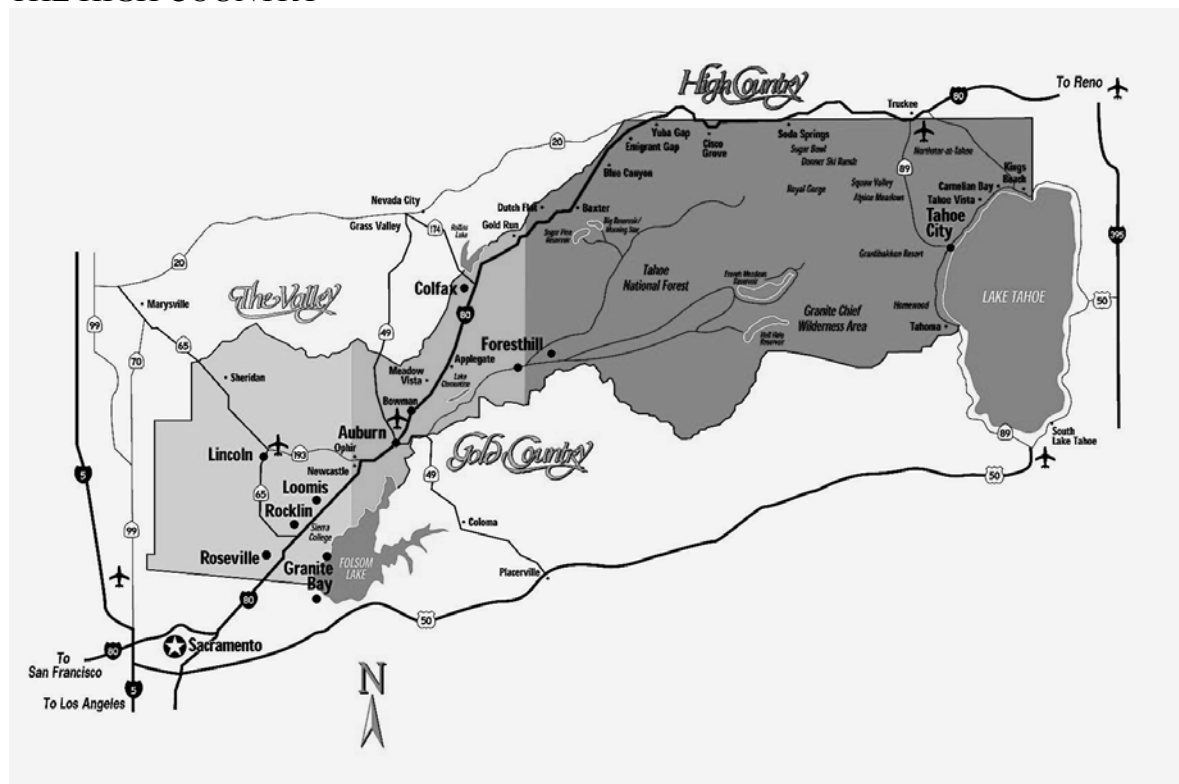
# Introduction

This section includes a description of location, a map of Placer County and its three distinct regions (The Valley, The Gold Country and The High Country) and a brief history of Placer County.

## Location

Placer County is located 80 miles northeast of San Francisco. The City of Auburn and the government center of Placer County, is located 120 miles southwest of Reno. The county encompasses 1,506 square miles (including 82 square miles of water) or 964,140 acres (including 52,780 acres of water). Placer County is bounded by Nevada County to the north, the State of Nevada to the east, El Dorado and Sacramento counties to the south, and Sutter and Yuba counties to the west.

FIGURE 1  
PLACER COUNTY MAP—THE VALLEY, THE GOLD COUNTRY AND  
THE HIGH COUNTRY



Sacramento Regional Research Institute, December 2003  
Source: Placer County Office of Economic Development



## History

Placer County's history is steeped in richness and adventure. The County took its name from the Spanish word for sand or gravel deposits that contain gold<sup>1</sup>. In search of a new life across the Sierra Nevada Mountains, the ill-fated Donner Party spent the winter of 1846 trapped by heavy snows on the banks of Alder Creek. This tragic site, where only 45 of the original 89 member party survived, became known as the Donner State Historic Park site and is located on the east side of Donner Lake.

Gold was discovered on the American River in 1846 by James W. Marshall at Sutter's Mill in Coloma. One of the first parties to capitalize on Marshall's success was organized by Claude Chana. With three fellow Frenchmen, 25 Native Americans and 35 horses, the Chana party started across the foothills for Sutter's Mill. On the first night of their journey, the party camped by a stream at the Auburn Ravine. Chana panned three large nuggets from the Ravine, enough to establish a new mining site. On May 16, 1848, the town of Auburn was founded. In 1851, the County of Placer was formed, and Auburn was designated as the county seat.

In 1864, a Central Pacific track-laying crew, building the western half of the nation's first transcontinental railroad, crossed a small rail line linking the towns of Lincoln and Folsom. The crew named the area Junction. Forty years later, Junction became Roseville, a popular trading center for local farmers. In 1906, the Southern Pacific Railroad, wishing to expand, moved its facilities to Roseville, establishing the City as a major railroad center.

Part of Placer County's history is tied to the abundance of agricultural products harvested from the County's fields and orchards. In 1913, the largest ice manufacturing plant in the world was built in Roseville, supplying ice to the railroad to refrigerate fruits and vegetables being shipped to other parts of the country. SureWest Communications and Wireless (formerly the Roseville Telephone Company), established in 1914, is one of the largest independently owned telephone companies in the country today.

After the First World War, Placer County continued to grow. By 1929, the railroad employed 1,225 people at the Roseville facility. As the effects of the Great Depression became severe, much of Placer County's unemployed population built storm sewers, paved streets and poured sidewalks in Roseville under the Federal Works Progress Administration (W.P.A.). The rail yards in Roseville prospered again during World War II and the post-war building boom that followed. Between 1948 and 1950, the Washington Street underpass was built to carry traffic under Vernon Street and the Southern Pacific railroad tracks. Upgrades to the city-owned electric system and construction of a new city hospital were also accomplished during this time.

During the 1950s, the highway that was to become Interstate 80 linked Roseville, Rocklin, Loomis, and Auburn to points West and East. The completion of Folsom Dam

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<sup>1</sup> Placer: alluvial, marine, or glacial deposit containing valuable materials, especially gold.  
*Webster's Ninth New Collegiate Dictionary.*

provided the region with dependable domestic water and the benefits of a recreational facility for swimming, picnicking and boating.

### **The Valley Cities**

Roseville, once a small agricultural center, became a major railroad center and grew to the County's most populous city after Southern Pacific Railroad moved its railroad switching yards there in 1908. Rocklin began as a railroad town and became home to a number of granite quarries.

Loomis and Newcastle began as mining towns, but soon became centers of a booming fruit-growing industry, supporting many local packing houses. Penryn was founded by a Welsh miner, Griffith, who turned from mining to establish a large granite quarry.

Lincoln and Sheridan continue to support ranching and farming. Lincoln is also the home of one of the County's oldest businesses, the Gladding McBean terra cotta clay manufacturing plant established in 1875. Lincoln is presently the third fastest growing town in Placer County, after Rocklin and Roseville.

### **The Gold Country**

As discussed above, Auburn was settled when Claude Chana discovered gold in Auburn Ravine in 1848 and later became a shipping and supply center for the surrounding gold camps. Colfax was established as railroad construction camp in 1865. The following year gold was discovered.

### **The High Country Cities**

Foresthill and South Lake Tahoe were gold and silver mining towns for many years, but gradually the timber industry grew, and was, until recently, the major employment sector in the area. Recreation has recently become the major industry in this area of sparkling reservoirs, pristine trails and ample camping facilities.

### **Recent History**

Placer County's strong growth and development in more recent times can, in large numbers, be attributed to the relocation of the Hewlett-Packard from the San Francisco Bay Area to Roseville in the beginning of 1980s. The interest shown by new, expanding and relocating companies to Placer County developed into a demand for substantial expansion of the available non-residential and residential space. The resulting expansion initiated a pattern for growth and development still being experienced in Placer County.



## **DEMOGRAPHICS**

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## Demographics

This section covers various demographic characteristics of Placer County including population, age, ethnicity, household, and income information.

### Population

In 2000, Placer County had a population of 248,399, an increase of approximately 44 percent over 1990. Relatively strong population growth continued in Placer County between 1999 and 2003 with a growth rate of nearly 16 percent. The rate of growth in Placer County continues to exceed that of the state, the Bay Area, and the Greater Sacramento Area. Many of the cities in Placer County have also experienced high population growth rates, with Lincoln and Rocklin seeing growth rates well above the county's overall growth. Only two cities have demonstrated negative population growth between 1999 and 2003—Auburn and Loomis. Population trends in Placer County have placed the county second among all counties in the state for growth between 2002 and 2003. Three cities in the county are among the top 30 in the state including Lincoln (second highest growth in the state), Roseville, and Rocklin. Figure 2 contains the 1990 and 1999 through 2003 populations for the county, selected regions, cities and the unincorporated area.

FIGURE 2  
POPULATION

<i>Area</i>	<i>1990 (Actual)</i>	<i>1999 (Estimate)</i>	<i>2000 (Actual)</i>	<i>2001 (Estimate)</i>	<i>2002 (Estimate)</i>	<i>2003 (Estimate)</i>	<i>Percent Change 1999-2003</i>
California	29,758,213	33,140,000	33,871,648	34,367,000	35,000,000	35,591,000	7.4%
Bay Area	6,020,147	6,658,500	6,783,760	6,867,200	6,936,700	6,994,500	5.0%
Greater Sacramento Area	1,603,863	1,878,100	1,936,006	1,974,500	2,029,900	2,078,500	10.7%
Placer County	172,796	238,300	248,399	255,100	265,700	275,600	15.7%
Cities in Placer County							
Auburn	10,653	12,700	12,462	12,400	12,300	12,250	-3.5%
Colfax	1,306	1,500	1,496	1,530	1,650	1,710	14.0%
Lincoln	7,248	9,600	11,205	13,850	17,750	20,550	114.1%
Loomis	5,705	6,375	6,260	6,225	6,175	6,175	-3.1%
Rocklin	18,806	32,250	36,330	38,250	41,250	43,600	35.2%
Roseville	44,685	76,700	79,921	82,200	85,800	90,700	18.3%
Unincorporated County	84,393	99,200	100,725	100,700	100,800	100,600	1.4%

Sacramento Regional Research Institute, December 2003  
Data Source: US Census Bureau, 1990 & 2000 Census  
California Department of Finance  
Association of Bay Area Governments (ABAG)

## DEMOGRAPHICS

Projections show that the rate of growth in Placer County is expected to increase by almost 60 percent between 2000 and 2020. Similar to the more recent trends, Placer's population growth is expected to exceed the rates of the state, the Bay Area, and the Greater Sacramento Area. Lincoln, the fastest growing city in the county between 1999 and 2003, is also expected to have the greatest growth in Placer County between 2000 and 2020 with a growth rate of approximately 405 percent. Figure 3 shows the 2000 population and the projected populations for 2005, 2010, 2015, and 2020 for the county, selected regions, cities and the unincorporated area.

**FIGURE 3**  
**POPULATION PROJECTIONS**

<i>Area</i>	<i>2000 (Actual)</i>	<i>2005 (Projected)</i>	<i>2010 (Projected)</i>	<i>2015 (Projected)</i>	<i>2020 (Projected)</i>	<i>Percent Change 2000-2020</i>
California	33,871,648	37,473,500	40,262,400	42,711,200	45,821,900	35.3%
Bay Area	6,783,760	7,193,900	7,513,800	7,772,200	8,014,100	18.1%
Greater Sacramento Area	1,936,006	2,117,788	2,340,297	2,549,370	2,696,205	39.3%
Placer County	248,399	292,640	336,805	376,240	396,785	59.7%
Cities in Placer County						
Auburn	12,462	13,000	14,090	15,180	16,240	30.3%
Colfax	1,496	1,820	2,065	2,370	2,670	78.5%
Lincoln	11,205	26,060	38,350	54,370	56,575	404.9%
Loomis	6,260	6,770	8,400	9,310	9,830	57.0%
Rocklin	36,330	44,100	50,700	58,470	68,870	89.6%
Roseville	79,921	100,000	109,160	109,460	109,360	36.8%
Unincorporated County	100,725	100,890	114,040	127,080	137,240	36.3%

Sacramento Regional Research Institute, December 2003

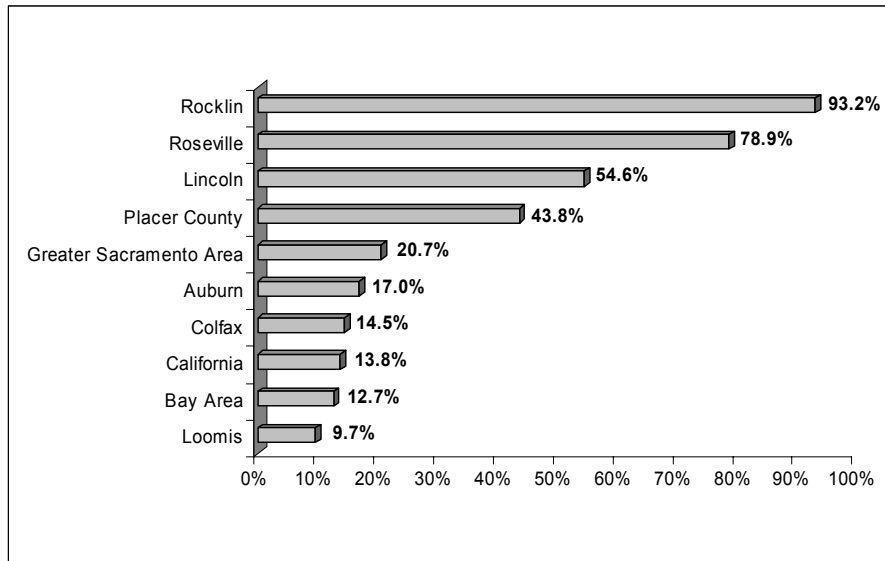
Data Source: California Department of Finance

Sacramento Area Council of Governments (SACOG)

Association of Bay Area Governments (ABAG)

Figure 4 shows the 1990 to 2000 population growth rates for California, the Greater Sacramento Area, Placer County, and selected cities in the county. Between 1990 and 2000, Placer County grew by approximately 44 percent. Over this time period, Rocklin was the fastest growing city in Placer County with a growth rate of close to 93 percent. Roseville, with a 79 percent population growth rate, was the second fastest growing city. Lincoln, which has seen the highest recent population growth rates, experienced the third largest growth rate over the decade between 1990 and 2000 with 55 percent growth.

FIGURE 4  
POPULATION GROWTH RATES BETWEEN 1990 AND 2000



Sacramento Regional Research Institute, December 2003  
Data Source: U.S. Census Bureau, 1990 & 2000 Census

Figure 5 outlines the population change in the main regions of Placer County—the Valley (Roseville, Rocklin, Lincoln, Granite Bay, and Sheridan); Gold Country (Auburn, Colfax, and Foresthill); and High Country (Kings Beach, Tahoe City, Soda Springs, and Blue Canyon). The Valley region experienced a 61 percent population increase between 1990 and 2000 while Gold Country and High Country had much lower growth rates at 10 and 6 percents, respectively.

FIGURE 5  
POPULATION CHANGES IN  
THE REGIONS OF PLACER COUNTY

Area	1990	2000	Percent Change 1990-2000
The Valley	90,576	145,591	60.7%
Gold Country	36,989	40,609	9.8%
High Country	14,362	15,275	6.4%

Sacramento Regional Research Institute, December 2003  
Data Source: Sacramento Area Council of Governments (SACOG)

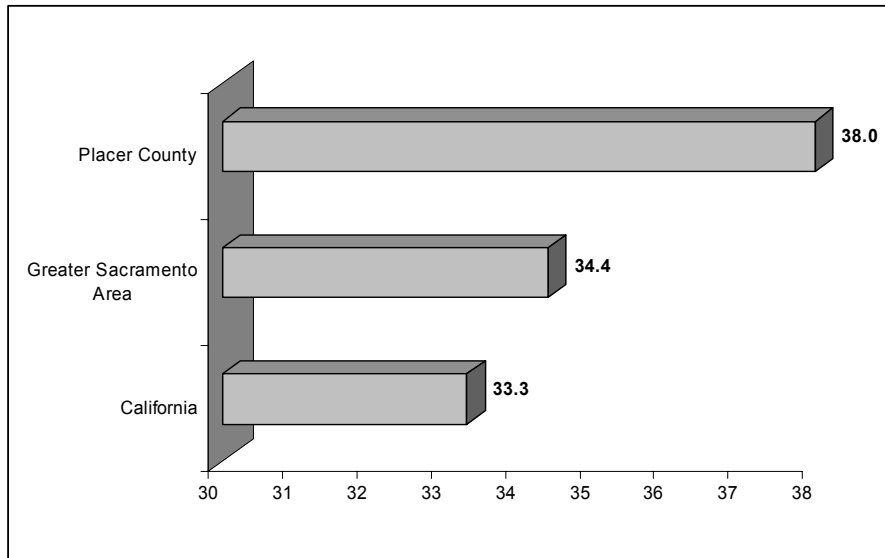
## Age Composition

Figure 6 demonstrates that the 2000 median age for Placer County (38) was higher than the Greater Sacramento Area (34.4) and the state (33.3). The relatively higher median

## DEMOGRAPHICS

age in Placer County suggests a greater proportion of established professional households with high-tech jobs in the Valley. Additionally, the higher age indicates a large proportion of retirees in the county that are attracted by the benefits of living in the less urbanized Gold and High Countries.

**FIGURE 6**  
**2000 MEDIAN AGE**



Sacramento Regional Research Institute, December 2003  
Data Source: U.S. Census Bureau, 2000 Census

Figure 7 shows the change in median age between 1990 and 2000. Placer County's median age increased more than both the Greater Sacramento Area and California. This increase is consistent with the anticipated migration of established professional households and retirees into the county.

**FIGURE 7**  
**MEDIAN AGE GROWTH RATES**  
**BETWEEN 1990 AND 2000**

<i>Area</i>	<i>1990</i>	<i>2000</i>	<i>Percent Change 1990-2000</i>
Placer County	35.0	38.0	8.6%
Greater Sacramento Area	32.1	34.4	7.2%
California	31.4	33.3	6.1%

Sacramento Regional Research Institute, December 2003  
Data Source: U.S. Census Bureau, 1990 & 2000 Census

## **Ethnicity**

Figure 8 illustrates the 1990 and 2000 population by ethnic background of residents in California, the Greater Sacramento Area, Placer County, and selected cities in Placer County. The data shows that the 2000 population in Placer County was approximately 83 percent White, which is significantly higher than in the Greater Sacramento Area (64 percent) and California (47 percent). The second largest ethnic group in Placer County was Hispanic, representing approximately 10 percent of the total population. This ethnic group represents a smaller proportion of Placer County's population than that in the Greater Sacramento Area (16 percent), and a significantly lower proportion than in the state overall (32 percent). The fastest growing ethnic group in Placer County was Asian and Pacific Islander. This ethnic group increased in size by about 106 percent between 1990 and 2000. The ethnic compositions of the selected cities in Placer County are similar to the county as a whole. One exception is the City of Lincoln where the Hispanic population encompassed 26 percent of the total population, significantly higher than the county and much closer to the state's composition.



## DEMOGRAPHICS

**FIGURE 8**  
**ETHNICITY**

<i>Area/Ethnicity</i>	<i>1990</i>	<i>Percent of Total</i>	<i>2000</i>	<i>Percent of Total</i>	<i>Percent Change 1990-2000*</i>
California	29,760,021	100.0%	33,871,648	100.0%	13.8%
White	17,029,126	57.2%	15,816,790	46.7%	-7.1%
Black	2,092,446	7.0%	2,181,926	6.4%	4.3%
Hispanic or Latino	7,687,938	25.8%	10,966,556	32.4%	42.6%
Asian or Pacific Islander	2,710,353	9.1%	3,752,596	11.1%	38.5%
American Indian, Alaska Native & Other	240,158	0.8%	250,665	0.7%	4.4%
Two or More Races (Non-Hispanic)	n/a	n/a	903,115	2.7%	n/a
Greater Sacramento Area	1,603,745	100.0%	1,936,006	100.0%	20.7%
White	1,173,475	73.2%	1,231,410	63.6%	4.9%
Black	101,839	6.4%	127,060	6.6%	24.8%
Hispanic or Latino	189,694	11.8%	306,160	15.8%	61.4%
Asian or Pacific Islander	119,912	7.5%	180,604	9.3%	50.6%
American Indian, Alaska Native & Other	18,825	1.2%	20,125	1.0%	6.9%
Two or more races (non-Hispanic)	n/a	n/a	70,647	3.6%	n/a
Placer County	172,796	100.0%	248,399	100.0%	43.8%
White	152,601	88.3%	207,236	83.4%	35.8%
Black	987	0.6%	1,896	0.8%	92.1%
Hispanic or Latino	13,871	8.0%	24,019	9.7%	73.2%
Asian or Pacific Islander	3,635	2.1%	7,472	3.0%	105.6%
American Indian, Alaska Native & Other	1,702	1.0%	2,023	0.8%	18.9%
Two or more races (non-Hispanic)	n/a	n/a	5,753	2.3%	n/a
Cities in Placer County					
Auburn	10,592	100.0%	12,462	100.0%	17.7%
White	9,820	92.7%	11,155	89.5%	13.6%
Black	56	0.5%	56	0.4%	0.0%
Hispanic or Latino	454	4.3%	744	6.0%	63.9%
Asian or Pacific Islander	158	1.5%	176	1.4%	11.4%
American Indian, Alaska Native & Other	104	1.0%	95	0.8%	-8.7%
Two or more races (non-Hispanic)	n/a	n/a	236	1.9%	n/a
Colfax	1,306	100.0%	1,496	100.0%	14.5%
White	1,192	91.3%	1,323	88.4%	11.0%
Black	6	0.5%	9	0.6%	50.0%
Hispanic or Latino	81	6.2%	124	8.3%	53.1%
Asian or Pacific Islander	5	0.4%	0	0.0%	-100.0%
American Indian, Alaska Native & Other	22	1.7%	9	0.6%	-59.1%
Two or more races (non-Hispanic)	n/a	n/a	31	2.1%	n/a

Sacramento Regional Research Institute, December 2003

Data Source: U.S. Census Bureau, 1990 & 2000 Census

\*Note: Due to changes in Census definitions, 1990 and 2000 data are imperfectly comparable

Note: Hispanic population includes Hispanics and mixed Hispanic races.

# DEMOGRAPHICS

FIGURE 8 (CONTINUED)  
ETHNICITY

<i>Area/Ethnicity</i>	<i>1990</i>	<i>Percent of Total</i>	<i>2000</i>	<i>Percent of Total</i>	<i>Percent Change 1990-2000*</i>
Lincoln	7,248	100.0%	11,205	100.0%	54.6%
White	5,302	73.2%	7,792	69.5%	47.0%
Black	12	0.2%	42	0.4%	250.0%
Hispanic or Latino	1,796	24.8%	2,911	26.0%	62.1%
Asian or Pacific Islander	70	1.0%	124	1.1%	77.1%
American Indian, Alaska Native & Other	68	0.9%	103	0.9%	51.5%
Two or more races (non-Hispanic)	n/a	n/a	233	2.1%	n/a
Loomis	5,705	100.0%	6,260	100.0%	9.7%
White	4,999	87.6%	5,318	85.0%	6.4%
Black	23	0.4%	12	0.2%	-47.8%
Hispanic or Latino	414	7.3%	430	6.9%	3.9%
Asian or Pacific Islander	195	3.4%	208	3.3%	6.7%
American Indian, Alaska Native & Other	74	1.3%	63	1.0%	-14.9%
Two or more races (non-Hispanic)	n/a	n/a	229	3.7%	n/a
Rocklin	19,033	100.0%	36,330	100.0%	90.9%
White	16,903	88.8%	30,315	83.4%	79.3%
Black	138	0.7%	317	0.9%	129.7%
Hispanic or Latino	1,333	7.0%	2,874	7.9%	115.6%
Asian or Pacific Islander	480	2.5%	1,528	4.2%	218.3%
American Indian, Alaska Native & Other	179	0.9%	279	0.8%	55.9%
Two or more races (non-Hispanic)	n/a	n/a	1,017	2.8%	n/a
Roseville	44,685	100.0%	79,921	100.0%	78.9%
White	37,665	84.3%	63,737	79.8%	69.2%
Black	388	0.9%	992	1.2%	155.7%
Hispanic or Latino	4,825	10.8%	9,225	11.5%	91.2%
Asian or Pacific Islander	1,405	3.1%	3,505	4.4%	149.5%
American Indian, Alaska Native & Other	402	0.9%	511	0.6%	27.1%
Two or more races (non-Hispanic)	n/a	n/a	1,951	2.4%	n/a

Sacramento Regional Research Institute, December 2003

Data Source: U.S. Census Bureau, 1990 & 2000 Census

\*Note: Due to changes in Census definitions, 1990 and 2000 data are imperfectly comparable

Note: Hispanic population includes Hispanics and mixed Hispanic races.

## DEMOGRAPHICS

### Housing Units

Figure 9 displays the total number of housing units for 1990 and 1999 through 2003 in California, the Greater Sacramento Area, Placer County, and selected cities in Placer County. Compared to the state and the Greater Sacramento Area, Placer County experienced the largest housing unit growth rate (nearly 21 percent). This rate is double the percent increase in the Greater Sacramento Area and five times the increase in the state, and supports the population trends in county over the same time period. Lincoln also experienced a very large increase in housing units with approximately 144 percent growth.

**FIGURE 9**  
**HOUSING UNITS**

<i>Area</i>	<i>1990 (Actual)</i>	<i>1999 (Estimate)</i>	<i>2000 (Actual)</i>	<i>2001 (Estimate)</i>	<i>2002 (Estimate)</i>	<i>2003 (Estimate)</i>	<i>Percent Change 1999-2003</i>
California	11,182,882	12,116,825	12,214,549	12,311,060	12,453,210	12,600,651	4.0%
Greater Sacramento Area	655,312	748,012	765,936	777,756	797,284	818,862	9.5%
Placer County	77,879	102,344	107,302	111,075	116,928	123,302	20.5%
Cities in Placer County							
Auburn	4,771	5,650	5,440	5,489	5,532	5,592	-1.0%
Colfax	621	718	654	658	720	760	5.8%
Lincoln	2,602	3,359	4,131	5,184	6,766	8,189	143.8%
Loomis	2,030	2,220	2,257	2,286	2,297	2,336	5.2%
Rocklin	7,559	12,521	14,444	15,344	16,788	18,048	44.1%
Roseville	17,789	29,097	31,980	33,139	35,113	37,844	30.1%

Sacramento Regional Research Institute, December 2003  
Data Source: U.S. Census Bureau, 1990 & 2000 Census  
California Department of Finance

## DEMOGRAPHICS

Figure 10 shows the projected numbers of housing units in the Greater Sacramento Area, Placer County, and selected cities in Placer County for 2005, 2010, 2015, and 2020. Placer County is projected to have an increase in housing units of approximately 56 percent between 2000 and 2020. Lincoln is projected to have a substantial housing unit increase of 450 percent. Colfax and Loomis are also projected to experience relatively large housing unit growth rates between 2000 and 2020.

**FIGURE 10**  
**HOUSING UNIT PROJECTIONS**

<i>Area</i>	<i>2000 (Actual)</i>	<i>2005 (Projected)</i>	<i>2010 (Projected)</i>	<i>2015 (Projected)</i>	<i>2020 (Projected)</i>	<i>Percent Change 2000-2020</i>
Greater Sacramento Area	765,936	829,406	918,076	1,000,692	1,059,026	38.3%
Placer County	107,302	123,587	142,505	158,521	167,106	55.7%
Cities in Placer County						
Auburn	5,440	5,989	6,493	6,995	7,496	37.8%
Colfax	654	831	940	1,074	1,211	85.2%
Lincoln	4,131	11,362	16,071	22,000	22,724	450.1%
Loomis	2,257	2,502	3,109	3,458	3,654	61.9%
Rocklin	14,444	16,345	18,851	21,984	24,598	70.3%
Roseville	31,980	42,695	47,188	47,281	47,281	47.8%

Sacramento Regional Research Institute, December 2003  
Data Source: U.S. Census Bureau, 1990 & 2000 Census  
Sacramento Area Council of Governments (SACOG)

### Household Composition

Figure 11 shows that between 1990 and 2000 in Placer County, there was a 44 percent increase in household population and a small decrease in persons per households. The change in household population is much larger than the change in the Greater Sacramento Area and the Bay Area over the same time period. However, the San Francisco Bay Area did experience a greater change in persons per households—an increase from 2.61 in 1990 to 2.69 in 2000.

Figure 11 also gives the projected household compositions for 2010, 2015, and 2020. Projections illustrate that between 2000 and 2020, in Placer County there will be about a 60 percent increase in household population and an increase in persons per household of 2.3 percent. Compared to the Greater Sacramento Area and the Bay Area, Placer County projections demonstrate that Placer County is expected to see greater growth rates in household population and persons per household, but will see lesser growth in terms of households.

## DEMOGRAPHICS

**FIGURE 11**  
**HOUSEHOLD COMPOSITION**

<i>Area</i>	<i>1990 (Actual)</i>	<i>2000 (Actual)</i>	<i>2010 (Projected)</i>	<i>2015 (Projected)</i>	<i>2020 (Projected)</i>	<i>Percent Change 1990-2000</i>	<i>Percent Change 2000-2020</i>
Placer County							
Household Population	170,452	245,511	333,647	372,807	393,124	44.0%	60.1%
Households	64,101	93,382	87,234	96,872	100,785	45.7%	7.9%
Persons Per Household	2.66	2.63	2.69	2.69	2.69	-1.1%	2.3%
Greater Sacramento Area							
Household Population	1,628,461	1,896,339	2,292,435	2,499,723	2,648,244	16.4%	39.7%
Households	599,335	712,866	827,621	900,590	951,542	18.9%	33.5%
Persons Per Household	2.69	2.73	2.77	2.78	2.78	1.5%	1.9%
San Francisco Bay Area							
Household Population	5,868,736	6,640,972	7,364,200	7,620,000	7,859,600	13.2%	18.4%
Households	2,245,865	2,466,019	2,697,080	2,799,030	2,894,370	9.8%	17.4%
Persons Per Household	2.61	2.69	2.73	2.72	2.72	3.1%	1.1%

Sacramento Regional Research Institute, December 2003  
 Data Source: U.S. Census Bureau, 1990 & 2000 Census;  
 Sacramento Area Council of Governments (SACOG)  
 Association of Bay Area Governments (ABAG)

## Income

Figure 12 compares Placer County's per capita income and median household income to selected cities in the county, the Greater Sacramento Area, the Bay Area, and California. Placer County's increase in per capita income between 1990 and 2000 was approximately 62 percent, which was significantly higher than California and larger than the Greater Sacramento Area and Bay Area. Loomis experienced a large increase in per capita income of approximately 111 percent reaching over \$30,000 per capita in 2000. Lincoln had the second largest increase of 66.2 percent. Placer County experienced also large increase in median household income between 1990 and 2000 (53 percent). The county's median income also saw a larger growth rate than the Greater Sacramento Area, Bay Area, and the state. The cities of Colfax and Rocklin had large increases in median income between 1990 and 2000 with growth rates of 65 and 60 percents, respectively. Placer County's 2000 per capita and median incomes were both larger than the state and the Greater Sacramento Area, and were close to those of the Bay Area. The City of Rocklin's median income exceeded that of the Bay Area in 2000, and the City of Loomis had a per capita income level comparable to the Bay Area.

## DEMOGRAPHICS

**FIGURE 12**  
**INCOME**

<i>Area</i>	Per Capita Income			Median Household Income		
			<i>Percent Change</i>			<i>Percent Change</i>
	<i>1990</i>	<i>2000</i>	<i>1990-2000</i>	<i>1990</i>	<i>2000</i>	<i>1990-2000</i>
California	\$16,409	\$22,711	38.4%	\$35,798	\$47,493	32.7%
Bay Area	\$19,716	\$30,934	56.9%	\$41,595	\$62,024	49.1%
Greater Sacramento Area*	\$14,130	\$20,930	48.1%	\$30,407	\$43,740	43.8%
Placer County	\$17,311	\$27,963	61.5%	\$37,601	\$57,535	53.0%
Cities in Placer County						
Auburn	\$18,111	\$26,258	45.0%	\$32,708	\$48,999	49.8%
Colfax	\$12,615	\$16,440	30.3%	\$22,604	\$37,391	65.4%
Lincoln	\$11,702	\$19,447	66.2%	\$29,517	\$45,547	54.3%
Loomis	\$14,413	\$30,384	110.8%	\$38,042	\$60,444	58.9%
Rocklin	\$17,729	\$26,910	51.8%	\$40,417	\$64,737	60.2%
Roseville	\$17,430	\$27,021	55.0%	\$39,975	\$57,367	43.5%

Sacramento Regional Research Institute, December 2003

Data Source: U.S. Census Bureau, 1990 & 2000 Census

Association of Bay Area Governments (ABAG)

\*Note: Average of six counties.



**QUALITY OF LIFE**  
*Sacramento Regional Research Institute*

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## Quality of Life

Placer County's climate, geography and historical richness contribute to its high quality of life. The geography of the county encompasses the grasslands of the Gold Country, the snow-capped Sierra Nevada mountain range, and numerous rivers, lakes, state, national parks, and ski resorts. The solitude of country living and the magnificent mountains provides a perfect retreat from urban life. For those who desire a respite from urban life, Placer County offers hiking, biking, camping, snow skiing, snow boarding, horseback riding, fishing, water sports, ice-skating, and hunting. For the more cosmopolitan resident, Placer County also offers superb shopping, education, and cultural opportunities.

This section discusses climate, ground stability, sports and recreation, community activities, local services, culture and entertainment, and health services.

### Climate

Moderate, dry days and cool nights characterize the summer months in Placer County. The temperature during the summer varies between the Valley and High Country areas. Typically, the Valley reaches higher temperatures, while mountain temperatures are lower. The rainy season in Placer County occurs between November and April, but excessive rainfall and damaging windstorms are rare. The Sierra Nevada snowfields are a major source of water during the dry summer months. Figure 13 shows average temperatures and precipitation for the selected areas in Placer County.

FIGURE 13  
TEMPERATURE AND PRECIPITATION IN  
PLACER COUNTY  
PERIOD OF RECORD 1914-2003\*

<i>Area</i>	<i>Temperature (Degrees Fahrenheit)</i>			<i>Average</i>
	<i>Average</i>	<i>Maximum</i>	<i>Minimum</i>	<i>Annual Precipitation</i>
Auburn	60.3	72.3	48.2	34.5
Colfax	58.7	71.0	46.4	47.8
Tahoe City	43.3	56.1	30.5	31.7
Blue Canyon	50.6	58.5	42.7	67.3

Sacramento Regional Research Institute, December 2003

Data Source: Western Region Climate Center

\*Note: The period of record covers 1914 through March 2003.



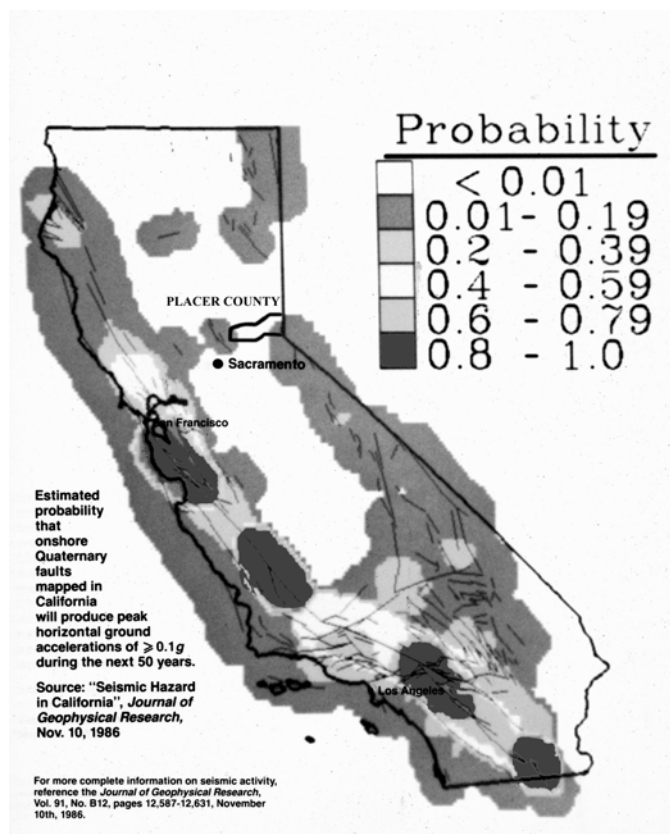
## Ground Stability

The Greater Sacramento Area is noted for its ground stability. Unlike high level seismic activity areas such as the San Francisco Bay and the Los Angeles Areas, the Greater Sacramento Area ranks among the lowest in the state for the probability of a major earthquake.

Placer County and the Greater Sacramento Area are expected to experience minimal earthquake effects. For example, the 1989 Loma Prieta Earthquake devastated parts of the San Francisco Bay Area, but left the Greater Sacramento Area unaffected. Ground stability is an important factor in the relocation of firms such as Hewlett-Packard, NEC and Oracle Corporation, because a high degree of precision is necessary for computer development and manufacturing. These companies considered Placer County highly desirable because of its lower potential for earthquake damage.

Figure 14 shows the probability of an earthquake in all areas of the state. As illustrated, Placer County is within one of the lowest earthquake probability areas of the state. Additionally, the County suffered no significant earthquake damage between 1800 and 1984. Furthermore, there are no recently-active volcanoes in the region.

FIGURE 14  
CALIFORNIA EARTHQUAKE PROBABILITY



Sacramento Regional Research Institute, December 2003  
Source: *Journal of Geophysical Research*, 1986

## **Sports and Recreation**

Placer County offers a wide variety of recreational activities that satisfy the diverse tastes and interests of its numerous visitors. The diversity of the County's elevation and landscape characteristics provides ample opportunity for sports and recreational activities for every season and every region within the county. This explains the continuing and growing popularity of Placer County among tourists and visitors seeking active leisure. According to the former Executive Director of the Placer Visitors Center in Auburn, approximately 6,000 tourists visit the center every month. Seven million non-resident vehicles entered the County at the Foresthill location in 2001, according to CalTrans records. Although not all of those visitors were in Placer for recreational purposes, the figure still provides an idea of the large volume of visitor traffic that passes through the County. The following sections describe in more detail the broad diversity of recreational choices offered by Placer County.

### **The Valley**

Rich agricultural lands, recreational amenities, and cultural activities characterize the Valley area of Placer County. Folsom Lake and recreation area, one of the largest in California, offers opportunities for activities such as boating, water skiing, fishing, swimming, horseback riding, and camping.

### **The Gold Country**

Well-stocked lakes with tree-lined shores characterize the world-famous Gold Country. The search for gold brought many young men and women to the hills of Placer County. Hiking along old wagon trails through the Tahoe National Forest is a hike through the area's history. Off the beaten path, adventure seekers can experience gold panning, nature photography, or river rafting.

Fans of water activities will find a large number of opportunities for fun and adventure. Numerous commercial companies offer canoeing, kayaking, and rafting trips for different skill levels along the picturesque routes on the American River.

### **The High Country**

Those seeking adventure or rest and relaxation can enjoy the splendor of the High Country. Abundant opportunities for hiking, camping, mountain bicycling, and horseback riding are available during the summer and fall seasons. Snowmobiling, ice-skating, downhill and cross-country skiing, and sledding are popular in the winter and spring.

## QUALITY OF LIFE

Figures 15, 16, and 17 contain a listing of the recreational opportunities, including the amenities of ski resorts located in Placer County. The figure contains information on summer and winter activities, as well as enhancements such as childcare, ski schools, shops, and accommodations.

The Squaw Valley Ski Corporation and Intrawest, a Canadian real estate development company, began the construction of a pedestrian village at the base of Squaw Valley USA in June 2000. The village is scheduled to be completed sometime in 2006 or 2007. It will consist of approximately 600 mountain homes and more than 80 boutique shops, restaurants and galleries. The 2002-2003 ski season featured 300 new homes and five new restaurants along with 17 new shops. Sugar Bowl recently completed a \$24 million overhaul, including a new lift, day lodge, and a parking lot that reopened for the 2001-2002 season.

**FIGURE 15**  
**SKI RESORTS IN PLACER COUNTY**  
**FACILITIES AND AMENITIES**

<i>Resort</i>	<i>Year Established</i>	<i>Facilities and Amenities</i>					
		<i>Accommod- ations for Visitors (Number of Rooms)</i>	<i>Number of Visitors Serviced per Season</i>	<i>Ski Rental/ Repair</i>	<i>Number of Restaurants</i>	<i>Number of Shops</i>	<i>Child Care</i>
Squaw Valley USA	1949	2,500	800,000	Yes	21	11	Yes
The Resort at Squaw Creek	1992	403	n/a	Yes	5	7	Yes
The Village at Squaw Valley <sup>(1)</sup>	2000	472	n/a	Yes	5	14	Yes
Alpine Meadows	1961	None	350,000	Yes	7	1	No
Northstar-at-Tahoe	1972	5,500	500,000	Yes	6	7	Yes
Sugar Bowl	1939	100	300,000	Yes	4	2	Yes
Ski Homewood	1960	None	100,000	Yes	4	1	No
Royal Gorge Cross Country Ski Area	1971	60	n/a	Yes/ No	3	1	No

Sacramento Regional Research Institute, December 2003

Data Source: Listed Resorts

Note:

(1) The Village at Squaw Valley is an expansion of accommodation facilities and shopping area for the Squaw Valley USA resort.

## QUALITY OF LIFE

**FIGURE 16**  
**SKI RESORTS IN PLACER COUNTY**  
**WINTER SPORTS**

<i>Resort</i>	<i>Winter Sports</i>						
	<i>Number of Ski Lifts</i>	<i>Number of Ski School Staff</i>	<i>Miles of Cross Country Trails</i>	<i>Miles of Snowmobile Trails</i>	<i>Ice Skating Rink</i>	<i>Snow Boarding</i>	<i>Other</i>
Squaw Valley USA	33	200	11	None	Yes	Yes	(1)
The Resort at Squaw Creek <sup>(7)</sup>	1	None	11	None	Yes	Yes	(2)
The Village at Squaw Valley <sup>(7)</sup>	33	200	11	Yes	Yes	Yes	
Alpine Meadows	14	100	None	None	No	Yes	(3)
Northstar-at-Tahoe	17	180	31	Yes	None	Yes	(4)
Sugar Bowl	13	105	None	None	No	Yes	
Ski Homewood	8	80	None	None	No	Yes	(5)
Royal Gorge Cross Country Ski Area	4	50	200	None	No	No	(6)

Sacramento Regional Research Institute, December 2003

Data Source: Listed Resorts

Note:

(1) Snow tubing

(2) Snowshoeing, snow tubing, dog sledding, and sleigh rides

(3) Snowshoeing, snowboarding, and snowblading, and telemark skiing

(4) Snowtubing, snowshoeing, dog sledding, snow toys, and snowskates

(5) Terrain parks and competitive skiing

(6) Snowshoeing

(7) Facilities for The Village at Squaw Valley and The Resort at Squaw Creek are provided by the Squaw Valley USA Resort

**FIGURE 17**  
**SKI RESORTS IN PLACER COUNTY**  
**SUMMER SPORTS**

<i>Resort</i>	<i>Summer Sports</i>			
	<i>Lifts Operating</i>	<i>Miles of Mountain Bike Trails</i>	<i>Number of Swimming Pools</i>	<i>Other</i>
Squaw Valley USA	1	25+	1	
Alpine Meadows	None	None	None	(1)
Northstar-at-Tahoe	2	100	3	(2)
Sugar Bowl	None	None	None	
Ski Homewood	None	None	None	(3)
Royal Gorge Cross Country Ski Area	None	None	None	
The Resort at Squaw Creek	None	Yes	3	(4)

Sacramento Regional Research Institute, December 2003

Data Source: Listed Resorts

Note:

(1) Wedding ceremonies and concerts

(2) Adventure Park with climbing wall, rope course; Action Zone with bungee trampoline, basketball shootout; ATV tours, horseback riding, racquet club, and golf

(3) Wedding ceremonies and paintball

(4) Indoor and outdoor pool and Jacuzzi

## **Golf Courses**

Placer County is a perfect place for golfers. The number of newly founded golf courses reflects the popularity of the sport among Placer natives and visitors. There are over twenty beautiful golf courses ranging from short, par-three to world-class courses. The major public and private golf courses in Placer County's Valley Area include:

- Auburn Valley Country Club, Auburn
- Black Oak Golf Course, Auburn
- Diamond Oaks Golf Course, Roseville
- Granite Bay Golf Club, Granite Bay
- Indian Creek Country Club, Loomis
- Lahontan Golf Club, Truckee
- Morgan Creek Golf and Country Club, Roseville
- Northstar Golf and Country Club, Truckee
- Old Brockway Golf Course, Kings Beach
- Raspberry Hill Public Golf Course, Auburn
- Resort at Squaw Creek, Olympic Valley
- The Ridge Golf Course, Auburn
- Rolling Greens Golf Course, Granite Bay
- Sierra Pines Golf Course, Roseville
- Sierra View County Club, Roseville
- Sun City Lincoln Hills Golf Course, Lincoln
- Sun City Roseville Golf Course, Roseville
- Sunset Whitney Golf and Country Club, Rocklin
- Tahoe City Golf Course, Tahoe City
- Turkey Creek Golf Club, Lincoln
- Twelve Bridges Golf Club, Lincoln
- Whitney Oaks Golf Club, Rocklin
- Winchester Country Club, Auburn
- Wood Creek Golf Club, Roseville

## **Camping**

Placer County provides many opportunities for activities outdoors, including hiking, nature photography and camping. Approximately half of Placer County's territory belongs to the California State Department of Parks and Recreation and the United States Forest Service, which explains a large number of campgrounds available to tourists throughout the county. Placer is known for providing many picturesque camping locations with access to numerous other recreational activities like fishing, boating, hiking, horse back riding and other opportunities to discover and enjoy the county's beautiful nature.

Below is a list of Placer County's major camping sites:

- Ahart Campground
- Auburn State Recreation Area (Mineral Bar, Lake Clementine Boat-in Camp, Ruck-a-Chucky Bar, and Cherokee Bar)
- Baxter RV Campground
- Bear River Park
- Big Meadows Campground
- Big Reservoir Campground/Morning Star Resort
- Camp Far West
- Coyote Group Campground
- Folsom Lake Recreation Area
- French Meadows Campground
- Gates Group Camp
- Greenhorn Park Campground
- KOA Campgrounds of America
- Lewis Campground
- Long Ravine Campground
- Orchard Springs Campground
- Peninsula Campground
- Poppy Campground
- Robinson Flat Campground
- Secret House Campground
- Sugar Pine Reservoir Recreation Complex (Forbes Creek Group, Giant Gap, and Shirttail Creek Campgrounds)
- Talbot Campground
- Upper Hell Hole Campground

## **Casinos**

The United Auburn Indian Community opened Thunder Valley Casino in June 2003 in the City of Lincoln. The Las Vegas style casino has 1,900 slot machines and 100 gaming tables, and offers activities such as blackjack, video poker, and bingo as well as a choice of restaurants including Austin's Steakhouse, Thunder Café, Shanghai Fat's, Gordito Burrito, Fatburger, and Feast Around the World.

Placer County is also in close proximity to a multitude of casinos located on the Nevada side of Lake Tahoe. Some of the largest casinos have operations in the area offering gaming, accommodations, and food services.

## **Community Activities**

Community activities and events in Placer County are scheduled year-round. In January, the County begins the year's activities with the Gem Faire in Roseville, the Snowboard Races at Northstar-at-Tahoe, and the Sled Dog Races to Foresthill. February brings the Model Train Show to Roseville and Auburn hosts the Chinese New Year Parade and the Foothill Quilters Guild Show. Snowfest, one of the biggest events of the year, is held at North Lake Tahoe in February and March. Also in March, a St. Patrick's Day Celebration is held in Auburn, and the Tahoe International Film Festival in Squaw Valley USA.

Spring ushers in a variety of events. In the past, Lincoln has hosted the LPGA Golf Classic and the Longs Drugs Challenge at the Twelve Bridges Golf Club as well as Sun City Lincoln Hills Golf and Country Club. Currently the LPGA is reviewing three other quality golf courses in Placer County for the 2004 event. Also in April, Auburn is the site of a Wild West Stampede and a Kids Fishing Derby. The month of April is also the time for the American River Equestrian Endurance Ride, held at Folsom Lake State Recreation Area and the Rocklin Preview and Business Fair, held at the Rocklin Community Center. Placer County's Earth Day celebration is held at Maidu Park in the City of Roseville, and the Placer County Strawberry Festival is held at the Placer County Fairgrounds in Roseville.

During May, Auburn hosts Gold Rush Days, the Antiques and Collectibles Street Fair and the Home and Garden Show. Colfax hosts the Spring Festival and Record Run. Also during this month, the popular national Feats of Clay exhibition is held at the Gladding McBean Pottery Company in Lincoln.

June brings about a continuing series of events, beginning with Pioneer Days, held in Meadow Vista. The Bass Fishing Tournament is held at Folsom Lake and Recreation Area. Auburn hosts the Auburn Art Walk; and Roseville hosts the Summerfest, Microbrew Tasting event. The All American Speedway at the Placer County Fairgrounds is open for racing all summer.

Additionally, during the month of June, the Western States 100 Mile Endurance Run is routed through Squaw Valley, Foresthill, and Auburn. Other summer activities include Fourth of July Celebrations held throughout Placer County. Locations for these celebrations include the Placer County Fair Grounds in Roseville, Foresthill, McBean Park, and downtown Lincoln and Colfax. Rocklin hosts the Jubilee, and the Placer County Fairgrounds is also the site of the Placer County Fair.

The Truckee Air Show is held at the Truckee-Tahoe Airport during July. The Tevis Cup 100 Mile Horse Race, a grueling course that stretches between Tahoe and Auburn is run during this month. August showcases many events, including the Lake Tahoe Music Festival and the Concours d' Elegance Boat Show at North Lake Tahoe, the Pinecone Festival in Meadow Vista, the Lake Tahoe Shakespeare Festival, and summer music series in Auburn, Roseville, and Lincoln.



Harvest festivals are the major events of the fall. During September, Auburn hosts two events, the Gold Country Fair and the Black and White Ball. Colfax hosts the Founders Day Celebration, Loomis is home of the Eggplant Festival, and Penryn is host to the Placer Buddhist Festival and Food Bazaar and the largest bonsai show in northern California the third weekend in September. During October, North Lake Tahoe and Lincoln host Oktoberfests and Rocklin hosts the Placer Farm and Barn Festival featuring Agro Art Events. An Air Faire Fly In and an Antiques and Collectibles Street Fair are held in Auburn during this month, as is the Del Oro Band Spectacular in Loomis. Rocklin ends the month with a Haunted Theatre.

November is the time of year when some of the most festive celebrations are held in Placer County. North Lake Tahoe hosts the Autumn Food and Wine Jubilee. Other events include an Autumn Art Studio Tours, an International Rail Fair in Roseville, a Mountain Mandarin Festival in Auburn, and a Santa's Sing-A-Long in Rocklin. The month's activities conclude with a Christmas Craft Fair in Auburn. Holiday tree lighting events and parades are held in Lincoln, Roseville, and Auburn.

December rounds out the year's activities and celebrations associated with the holiday season. North Lake Tahoe hosts the Alpenlight Festival, the Christmas Eve Torchlight Parade, and the New Year's Eve Fireworks Festivities. During this month, Auburn hosts the Festival of Lights Parade and the Old Town Country Christmas. A Christmas Craft Fair is held in Loomis while Colfax hosts the Colfax Hometown Holiday and Light Parade.

## **Culture and Entertainment**

The history and culture of Placer County comes alive in its many museums and theaters. The Placer County Museum, located inside the historic Placer County Courthouse, gives an overview of the history of Placer County life. Native American habitat, a holographic image of an early miner and a video presentation of the history of the transcontinental railroad are a few of the highlights of the museum.

One of the oldest wooden structures in Placer County is the Bernhard Residence, built in 1851 as the Traveler's Rest Hotel. The Bernhard Museum Complex depicts the typical life of a 19<sup>th</sup> century farm family.

The Griffith Quarry Museum, originally the Office of the Penryn Granite Works, houses exhibits on the Griffith family, the granite industry, and the Penryn-Loomis Basin region. Exhibits on geology, prehistory, the Gold Rush, transportation, early business, recreation, and early firefighting are on display at the Foresthill Divide Museum. Exhibits exploring Placer County's rich heritage include the boom days of hydraulic mining, the rise of the county's timber industry, and the birth of the transcontinental railroad. The growth of the region can be experienced at the Golden Drift Museum in Dutch Flat.



The region's other numerous historical sites and museums include:

- Pioneer Express Trail, Folsom
- First Transcontinental Railroad, Roseville, Rocklin, Newcastle, Auburn, and Colfax
- Roseville Telephone Company Museum, Roseville
- Maidu Interpretive Center, Roseville
- Carnegie Library and Museum, Roseville
- Town of Dutch Flat
- Town of Foresthill
- Virginia Town
- Iowa Hill
- Town of Michigan Bluff
- Town of Gold Run
- Overland Emigrant Trail, Wolf Creek Bridge
- Gold Country Museum, Auburn
- Joss House Museum and Chinese History Center, Auburn
- Gatekeepers Cabin Museum, Tahoe City
- Watson Cabin Museum, Tahoe City

Placer County's major theatres and art galleries include:

- The Art Council of Placer County
- The Roseville Art Center
- The Magic Circle Repertory Theater
- Dewitt Theater—Music and More
- Old Coloma Theater
- Community Asian Theater of the Sierra
- The Arts Building Gallery
- Colfax Fine Art
- Rainbow Gallery
- Gold Rush Gallery Number 1

## Local Services

Placer County offers lodging, conference and banquet facilities as well as accommodations for smaller groups. Figure 18 lists the largest facilities.

FIGURE 18  
LARGEST ACCOMODATIONS IN PLACER COUNTY

<i>Rank by No. of Rooms</i>	<i>Name and City</i>	<i>No. of Rooms/No. of Suites</i>	<i>No. of Meeting Rooms</i>	<i>Maximum Banquet/Meeting Capacity</i>
1	Resort at Squaw Creek, Squaw Valley	403/186	24	600
2	Northstar-at-Tahoe <sup>(1)</sup>	283/15	13	250
3	Oxford Suites, Roseville	0/179	3	65
4	Hilton Garden Inn, Roseville	131/0	2	100
5	Best Western Roseville Inn, Roseville	131/0	2	30
6	First Choice Inn, Rocklin	124/15	4	125
7	Heritage Inn, Roseville	96/0	2	0
8	Holiday Inn, Auburn	96/6	3	144
9	Marriott Residence Inn, Roseville	0/90	1	0
10	Best Inn & Suites, Auburn	79/4	1	75

Sacramento Regional Research Institute, December 2003

Data Source: Listed Hotels

Note:

(1) Northstar-at-Tahoe number of rooms includes individually owned lodging units available within a 2,500 acre village. Includes lodge rooms, condos, and homes.

## Health Services

Placer County is served by three area hospitals. High-quality, comprehensive medical services are another aspect of the quality of life enjoyed by Placer County residents and visitors.

Kaiser Permanente opened a 116-bed hospital in October of 1998, located on Eureka Road, adjacent to the medical offices. The hospital increased the number of beds to 166. In addition to the hospital, comprehensive outpatient, primary and specialty care services are offered, as well as education, pharmacy, laboratory, radiology, optical, EKG, and physical therapy services at three sites in Roseville. Over 130 physicians and 640 employees provide care to over 142,600 Kaiser Permanente members in the area.

Sutter Roseville Medical Center is a 315,000 square-foot, \$108 million hospital set on a 57-acre campus that provides the residents of southern Placer and northeastern Sacramento counties with comprehensive community health care. In addition to providing complete inpatient, outpatient, medical and surgical services on its new campus, Sutter Roseville operates the only trauma center between Sacramento and Reno and a 24-hour emergency department. It also provides critical care services, cancer treatment, cardiology services, a modern Family Birth Center, and a 15-bed skilled

nursing facility. The hospital has 172 licensed beds and more than 400 staff physicians. It is located at East Roseville Parkway adjacent to Interstate 80.

While Sutter Roseville Medical Center is relatively new, the facility is in the process of expanding services in Roseville and to the surrounding communities. In 2002, Sutter Medical Plaza in Lincoln was built in addition to a new medical office building in Roseville. New construction projects include expanding the Center's Intensive Care Unit and the Emergency Department and Trauma Center. When completed in spring of 2004, the capacity of the emergency department will be increased from 19 treatment bays to 30 including expanded critical care and trauma treatment stations. Additionally, Sutter Roseville Medical Center recently opened a new out-patient surgery center, the Sutter Roseville Surgery Center, to provide more operating time and space for patients needing surgery. Over the next 10 years, Sutter the Medical Center will continue to expand its medical facilities at a projected \$100 million.

Sutter Auburn Faith Hospital is located off Highway 49 in Auburn. The services offered at this facility include obstetrics, hospice, acute rehabilitation, outpatient cardiac rehabilitation, occupational therapy, and a home health services operated by the Sutter Visiting Nurses Association. There is also a 24-hour Emergency Department, complete inpatient/outpatient medical and surgical services and critical care services. Sutter Auburn Faith provides comprehensive health care to residents in the Gold and High Country areas. The hospital has 102 licensed beds and 136 active staff physicians.

The Tahoe Forest Hospital in Nevada County is a 72-bed hospital providing the North Lake Tahoe region with 24-hour emergency, inpatient, outpatient, and in-home care services. Tahoe Forest was established as a hospital district in 1949. The district is over 500 square miles and serves 30,000 people in the area, and receives over one million visitors annually. The hospital's main campus is located in Truckee. Tahoe Forest Hospital operates a 24-hour acute care hospital and emergency room at the Incline Village Health Center in Incline Village, Nevada.

Figure 19 provides a listing of the acute care hospitals in Placer County and the Greater Sacramento Area along with the total beds in each hospital.

**FIGURE 19**  
**ACUTE CARE HOSPITALS**

<i>Area/Hospital</i>	<i>City</i>	<i>Total Beds</i>
Placer County		
Sutter Roseville Medical Center	Roseville	172
Kaiser Foundation Hospital - Valley Medical Center	Roseville	166
Sutter Auburn Faith Hospital	Auburn	102
Greater Sacramento Area		
UC Davis Medical Center	Sacramento	576
Sutter General Hospital	Sacramento	406
Mercy General Hospital	Sacramento	399
Kaiser Foundation Hospital	Sacramento	361
Sutter Memorial Hospital	Sacramento	348
Methodist Hospital of Sacramento	Sacramento	333
Mercy San Juan Hospital	Sacramento	254
Kaiser Foundation Hospital - South Sacramento	Sacramento	162
Rideout Memorial Hospital	Marysville	149
Fremont Medical Center	Yuba City	132
Barton Memorial Hospital	South Lake Tahoe	123
Woodland Memorial Hospital Marshall	Woodland	115
Marshall Medical Center	Placerville	105
Mercy Hospital - Folsom	Folsom	85
Shriners Hospital for Children - Northern California	Sacramento	80
Sutter Davis Hospital	Davis	48
Kindred Hospital - Sacramento	Folsom	39

Sacramento Regional Research Institute, December 2003  
Data Source: California Health and Human Services Agency

## Personal Safety

Figure 20 shows the number of crimes per 100,000 population in California, the Greater Sacramento Area, Placer County, and selected cities in Placer County. The data reflects the FBI Crime Index which encompasses a group of crimes including homicide, forcible rape, robbery, aggravated assault, burglary, larceny-theft, and motor vehicle theft. All of the areas experienced large decreases in the crime rate between 1990 and 2000. While smaller than the state, Placer County saw a decrease in the crime rate of 38 percent. The City of Lincoln had the largest decrease (52.6 percent) in the crime rate between 1990 and 2000.

## QUALITY OF LIFE

**FIGURE 20**  
**FBI CRIME INDEX**

<i>Area</i>	<i>Crimes per 100,000 Population</i>						<i>Percent Change 1990-2000</i>
	<i>1990</i>	<i>1997</i>	<i>1998</i>	<i>1999</i>	<i>2000</i>	<i>2001</i>	
California	6,741	4,850	4,310	3,780	3,742	3,915	-44.5%
Greater Sacramento Area	5,548	4,989	4,166	3,683	3,704	3,788	-33.3%
Placer County	4,714	3,995	3,233	2,907	2,923	2,955	-38.0%
Cities in Placer County							
Auburn	5,086	4,442	3,270	3,692	3,024	2,984	-40.5%
Lincoln	7,312	4,720	4,205	4,034	3,467	3,232	-52.6%
Rocklin	3,385	3,107	2,638	2,031	1,981	1,924	-41.5%
Roseville	6,508	4,912	4,027	3,756	3,861	4,252	-40.7%

Sacramento Regional Research Institute, December 2003

Data Source: RAND California

\*Note: Average of six counties.

## Population Density

Figure 21 displays population density per square mile for California, the Greater Sacramento Area, Placer County, and selected cities in Placer County. The population density for Placer County increased approximately 46 percent between 1990 and 2000 due to the influx of population into the area. This is more than double the increase in population density in the Greater Sacramento Area and the state as a whole. Rocklin and Roseville had major increases in population density with increases of 98 and 83 percents, respectively.

**FIGURE 21**  
**POPULATION DENSITY**

<i>Area</i>	<i>Population Density per Square Mile</i>						<i>Percent Change 1990-2000</i>
	<i>1990</i>	<i>1999</i>	<i>2000</i>	<i>2001</i>	<i>2002</i>	<i>2003</i>	
California	190	216	219	220	224	228	15.3%
Greater Sacramento Area*	270	310	323	328	336	344	19.8%
Placer County	121	162	177	182	189	196	46.3%
Cities in Placer County							
Auburn	1,721	1,918	2,066	2,033	2,016	2,008	20.0%
Colfax	1,008	1,162	1,162	1,177	1,269	1,315	15.3%
Lincoln	1,096	1,358	1,646	2,123	2,731	3,162	50.2%
Loomis	777	829	866	853	846	846	11.5%
Rocklin	1,444	2,536	2,857	3,032	3,274	3,460	97.9%
Roseville	1,462	2,411	2,679	2,746	2,870	3,033	83.2%

Sacramento Regional Research Institute, December 2003

Data Source: RAND California

### **Commute Time to Work**

Placer County residents benefit from convenient and relatively short commutes from home to work. Figure 38 compares the commute time for Placer County residents and residents of the Greater Sacramento Area and California. On average, the majority of Placer residents spend between 5 and 25 minutes commuting to work, while in the Greater Sacramento Area and California commute times are typically 10 to 15 minutes longer.

## QUALITY OF LIFE

**FIGURE 22**  
**COMMUTE TIME TO WORK**

<i>Area/Commute Time</i>	<i>1990</i>	<i>Percent of Total</i>	<i>2000</i>	<i>Percent of Total</i>	<i>Percent Change 1990-2000</i>
<b>Placer County</b>					
Less than 5 minutes	3,076	3.8%	3,761	3.2%	22.3%
5 to 9	10,067	12.3%	12,476	10.7%	23.9%
10 to 14	11,354	13.9%	15,873	13.6%	39.8%
15 to 19	10,815	13.3%	15,389	13.2%	42.3%
20 to 24	10,213	12.5%	13,294	11.4%	30.2%
25 to 29	4,989	6.1%	5,958	5.1%	19.4%
30 to 34	10,586	13.0%	14,768	12.7%	39.5%
35 to 39	2,609	3.2%	4,205	3.6%	61.2%
40 to 44	3,352	4.1%	5,028	4.3%	50.0%
45 to 59	6,552	8.0%	10,448	9.0%	59.5%
60 to 89	3,305	4.1%	4,945	4.2%	49.6%
90 or more	1,175	1.4%	3,373	2.9%	187.1%
Worked at home	3,429	4.2%	6,891	5.9%	101.0%
<b>Greater Sacramento Area</b>					
Less than 5 minutes	22,400	3.1%	21,214	2.5%	-5.3%
5 to 9	81,491	11.1%	82,272	9.7%	1.0%
10 to 14	114,619	15.6%	121,234	14.2%	5.8%
15 to 19	127,143	17.4%	130,321	15.3%	2.5%
20 to 24	117,562	16.0%	128,693	15.1%	9.5%
25 to 29	47,443	6.5%	53,843	6.3%	13.5%
30 to 34	93,328	12.7%	118,845	13.9%	27.3%
35 to 39	16,489	2.3%	22,869	2.7%	38.7%
40 to 44	19,195	2.6%	27,149	3.2%	41.4%
45 to 59	38,204	5.2%	55,683	6.5%	45.8%
60 to 89	21,252	2.9%	32,562	3.8%	53.2%
90 or more	10,465	1.4%	23,594	2.8%	125.5%
Worked at home	23,180	3.2%	34,083	4.0%	47.0%
<b>California</b>					
Less than 5 minutes	369,388	2.6%	324,703	2.2%	-12.1%
5 to 9	1,401,052	10.1%	1,280,443	8.8%	-8.6%
10 to 14	2,003,503	14.4%	1,930,263	13.3%	-3.7%
15 to 19	2,218,038	15.9%	2,157,970	14.9%	-2.7%
20 to 24	1,949,409	14.0%	2,004,060	13.8%	2.8%
25 to 29	745,319	5.3%	782,241	5.4%	5.0%
30 to 34	1,928,534	13.8%	2,025,657	13.9%	5.0%
35 to 39	341,649	2.5%	366,487	2.5%	7.3%
40 to 44	460,952	3.3%	528,043	3.6%	14.6%
45 to 59	1,010,271	7.2%	1,151,598	7.9%	14.0%
60 to 89	769,029	5.5%	933,123	6.4%	21.3%
90 or more	290,239	2.1%	483,698	3.3%	66.7%
Worked at home	452,867	3.2%	557,036	3.8%	23.0%

Sacramento Regional Research Institute, December 2003  
Data Source: US Census Bureau, 1990 & 2000 Census



## **BUSINESS VITALITY**

*Sacramento Regional Research Institute*

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## **Business Vitality**

The economy of Placer County encourages a range of profitable investment opportunities. Comparatively inexpensive business costs, plentiful skilled labor, abundant resources, and excellent transportation facilities create an outstanding commercial climate.

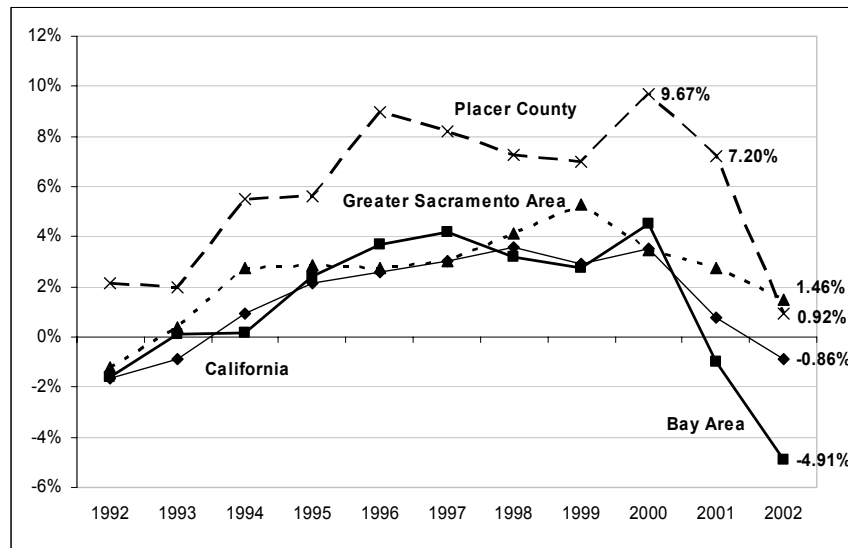
This section covers the market potential of Placer County and the Greater Sacramento Area, as well as the major influences and contributors to the region's economy.

### **Market Potential**

Placer County's economy provides a desirable mix of jobs for those migrating to the area. The County's diverse economy and geography encompasses North Lake Tahoe, where tourism is the primary economic activity, and South Placer in the Sacramento metropolitan area, where high technology sectors are the leading employers. Employment continues to increase in both of these sectors. Electronics, led by Hewlett-Packard and NEC, employs a large number of workers, while employment in Squaw Valley, Northstar, and Alpine Meadows grows to meet the demand of visitors who enjoy year-round activities.

Figure 23 shows that Placer County has generally experienced greater year-over-year employment growth rates compared to California, the Bay Area, and the Greater Sacramento Area since 1992. In 2002, Placer County's employment growth rate fell below the Greater Sacramento's rate, but still demonstrated positive employment growth while the Bay Area and the state both experienced negative job growth. This trend demonstrates the strength of the Placer County's economy with continued job growth over the past decade. The strength of the county's economy has also carried forward into 2003 where Placer County led the nation with the greatest year-over-year job growth in March.

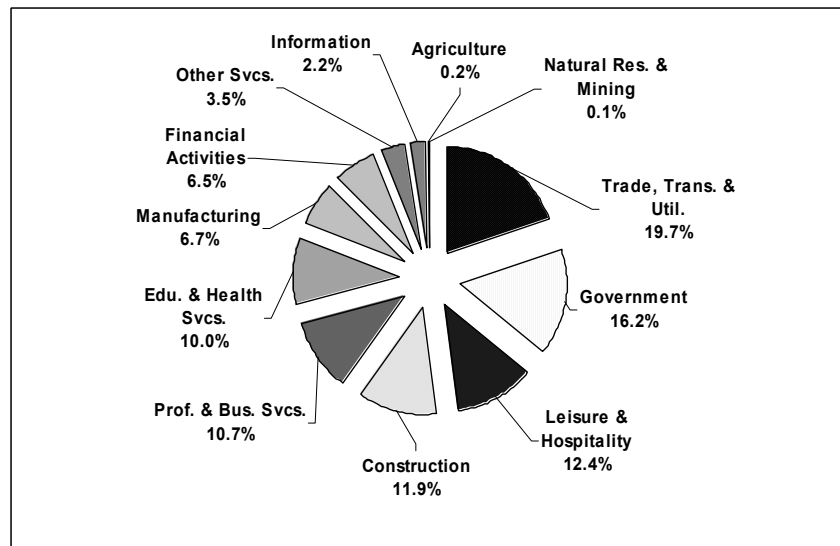
FIGURE 23  
EMPLOYMENT GROWTH RATE COMPARISON



Sacramento Regional Research Institute, December 2003  
Data Source: Employment Development Department, Labor Market Information

Figure 24 illustrates that employment structure in Placer County and shows that the Trade, Transportation, & Utilities, Government, and Leisure & Hospitality sectors made up close to 50 percent of the county's total employment in 2002. Other significant contributors to the economic diversity of the area include Construction, Professional & Business Services, and Educational & Health Services.

FIGURE 24  
PLACER COUNTY EMPLOYMENT STRUCTURE IN 2002



Sacramento Regional Research Institute, December 2003  
Data Source: Employment Development Department, Labor Market Information  
Note: The new Thunder Valley Casino employment will be reflected in the Government (Local) sector.

Figure 25 shows that since 1997, the Construction, Financial Activities, and Information sectors have gained larger proportions of total employment in Placer County. Leisure & Hospitality and Manufacturing made up a lesser amount of total employment in 2002 compared to 1997. This shift in the employment structure demonstrates the diversification that has helped Placer County become a mature economy with a mixture of goods producing and service providing employment.

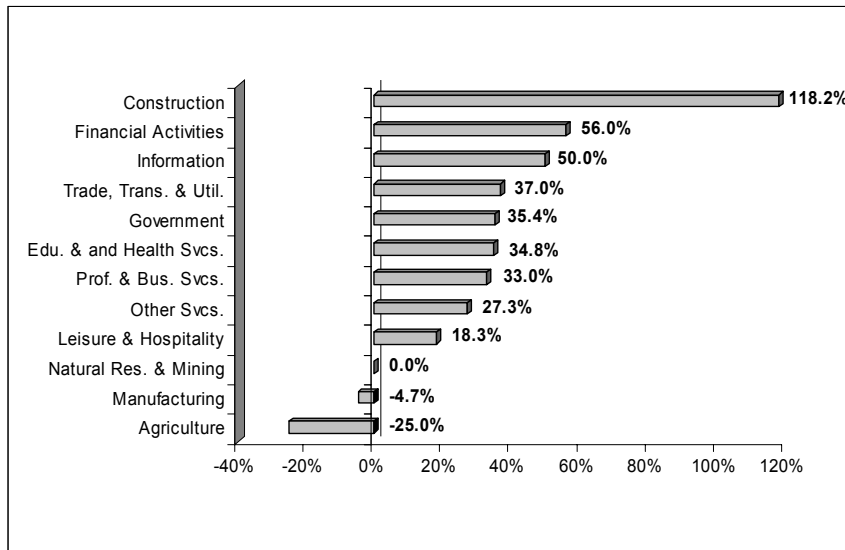
**FIGURE 25**  
**SHIFT IN MAJOR SECTOR EMPLOYMENT STRUCTURE**  
**BETWEEN 1997 AND 2002**

<i>Major Sectors</i>	<i>1997</i>	<i>2002</i>	<i>Shift</i>
Construction	7.4%	11.9%	4.5%
Financial Activities	5.6%	6.5%	0.8%
Information	2.0%	2.2%	0.2%
Trade, Transportation and Utilities	19.5%	19.7%	0.1%
Natural Resources and Mining	0.1%	0.1%	0.0%
Government	16.3%	16.2%	-0.1%
Educational and Health Services	10.0%	10.0%	-0.1%
Agriculture	0.5%	0.2%	-0.2%
Other Services	3.7%	3.5%	-0.2%
Professional and Business Services	10.9%	10.7%	-0.3%
Leisure and Hospitality	14.2%	12.4%	-1.9%
Manufacturing	9.6%	6.7%	-2.9%

Sacramento Regional Research Institute, December 2003  
 Data Source: Employment Development Department, Labor Market Information

Figure 26 shows that most of the major industry sectors have experienced positive employment growth between 1997 and 2002. The Construction sector experienced the largest employment growth rate over this time period supported by the large amounts of residential and non-residential construction activities in Placer County. The Financial Activities and Information sectors have also seen strong growth rates supported by population and business growth in the county.

FIGURE 26  
MAJOR SECTOR EMPLOYMENT GROWTH RATES  
BETWEEN 1997 AND 2002



Sacramento Regional Research Institute, December 2003

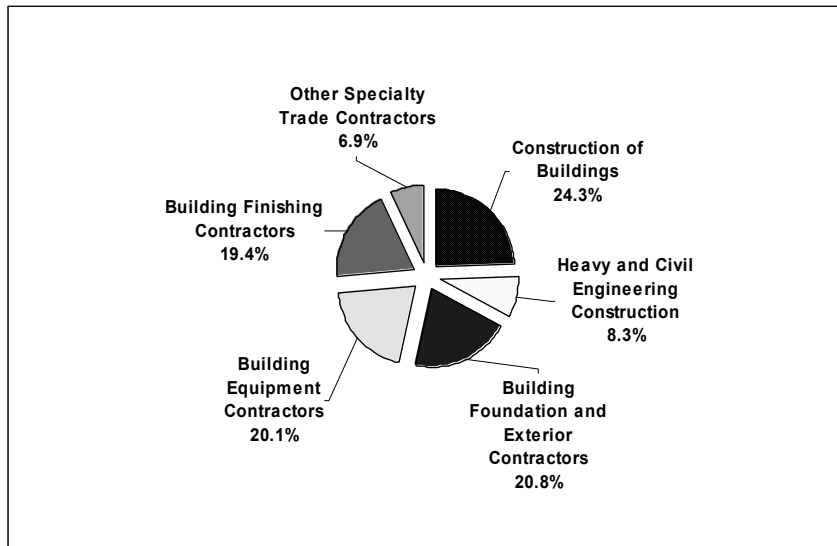
Data Source: Employment Development Department, Labor Market Information

## Construction

The Construction sector is one of the largest contributors to the rapid growth of the economy in Placer County with nearly 12 percent of the total employment and over 118 percent employment growth between 1997 and 2002.

The composition of the Construction sector is illustrated in Figure 27. The majority of Construction employment is encompassed in four specialty trade contractor areas as well as Construction of Buildings and Heavy & Civil Engineering Construction.

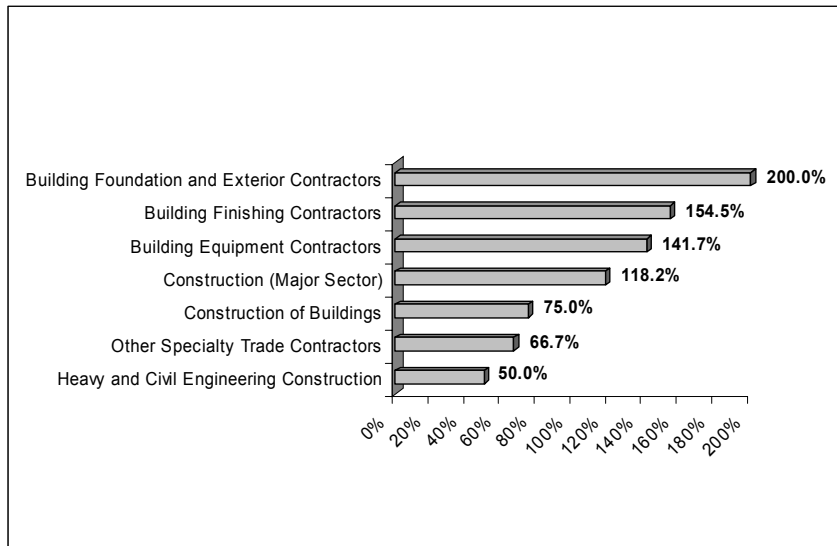
FIGURE 27  
COMPONENTS OF CONSTRUCTION EMPLOYMENT  
IN PLACER COUNTY IN 2002



Sacramento Regional Research Institute, December 2003  
Data Source: Employment Development Department, Labor Market Information

Figure 28 provides the employment growth rates for the sub-sectors of the Construction industry and demonstrates that the specialty trade contractor sectors have experienced the largest growth rates between 1997 and 2002 led by Building Foundation & Exterior and Building Finishing Contractors. Growth in the overall sector can be attributed to population and business growth in Placer County creating demands for residential and non-residential construction activities.

**FIGURE 28**  
**EMPLOYMENT GROWTH IN COMPONENTS OF THE**  
**CONSTRUCTION SECTOR BETWEEN 1997 AND 2002**



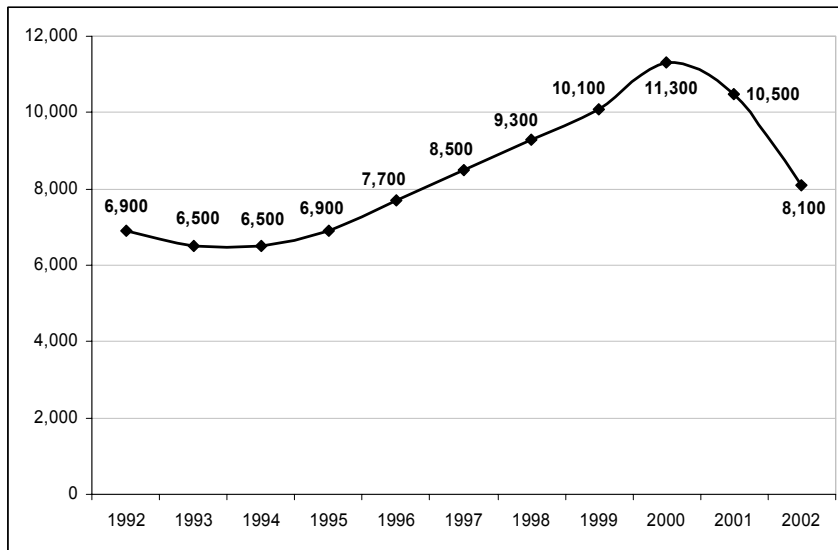
Sacramento Regional Research Institute, December 2003

Data Source: Employment Development Department, Labor Market Information

## Manufacturing

The region's increase in Manufacturing employment since the early 1990s has been a source of pride for the county. In 2002, Manufacturing provided close to seven percent of total employment in Placer County. Figure 29 shows that Manufacturing employment in has increased from 6,900 in 1992 to over 11,000 in 2000 and nearly 8,000 in 2002. Much of the growth in the late 1990s and the beginning of the 2000s was due to expansions in manufacturing of electronic equipment, while recent drops reflect a restructuring of many electronic manufacturing establishment with movements of manufacturing jobs and an evolution of service providing activities.

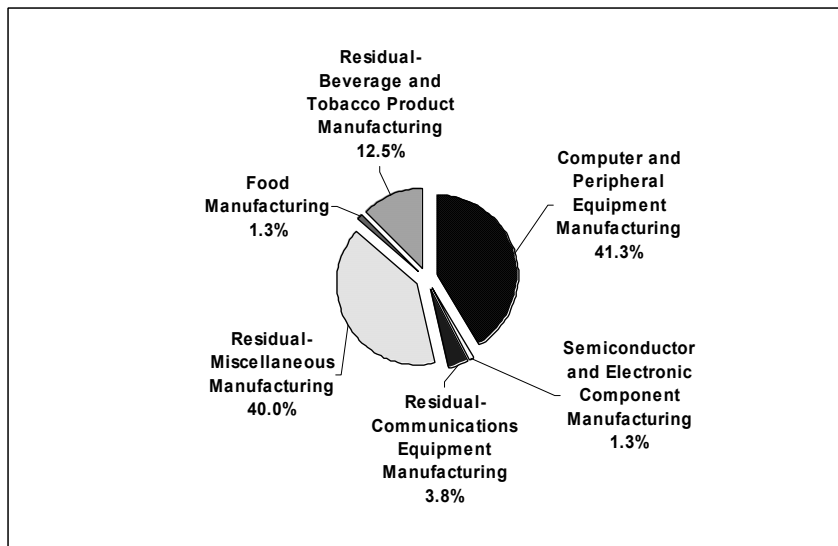
**FIGURE 29**  
**MANUFACTURING EMPLOYMENT TREND**



Sacramento Regional Research Institute, December 2003  
Data Source: Employment Development Department, Labor Market Information

Figure 30 shows the components of Manufacturing by employment sub-sector. The data indicates that the largest category, Computer & Peripheral Equipment, employs 41 percent of the overall Manufacturing sector. The size of this particular sub-sector is partially due to the presence of Hewlett-Packard and NEC.

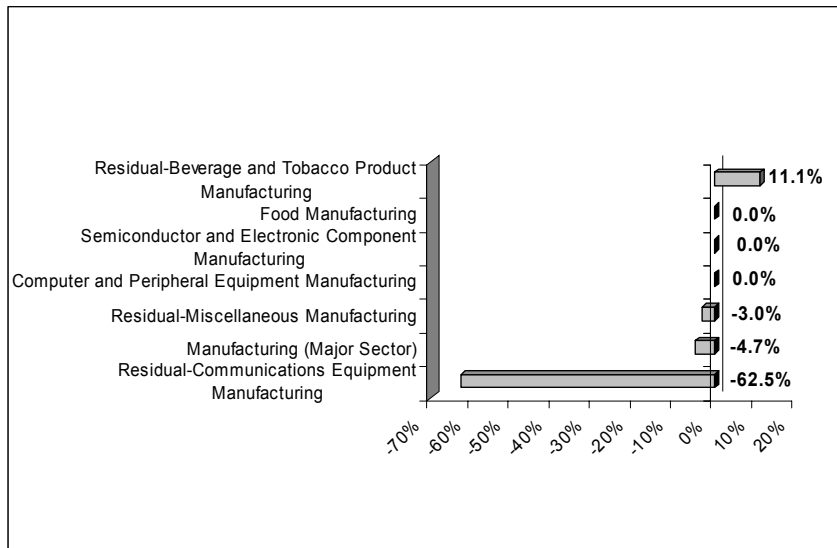
**FIGURE 30**  
**COMPONENTS OF MANUFACTURING EMPLOYMENT**  
**IN PLACER COUNTY IN 2002**



Sacramento Regional Research Institute, December 2003  
Data Source: Employment Development Department, Labor Market Information

Most of the Manufacturing sub-sectors have seen limited job growth since 1997, as shown in Figure 31. Many sectors have seen significant negative growth, following the trend experienced throughout the state and the nation. The growth rates seen in Placer County's Manufacturing sub-sectors are not as severe as other areas in the state especially for the electronics-related sectors which have maintained similar employment levels in Placer County but have seen considerable decreases in other areas of the state.

**FIGURE 31**  
**EMPLOYMENT GROWTH IN COMPONENTS OF THE**  
**MANUFACTURING SECTOR BETWEEN 1997 AND 2002**



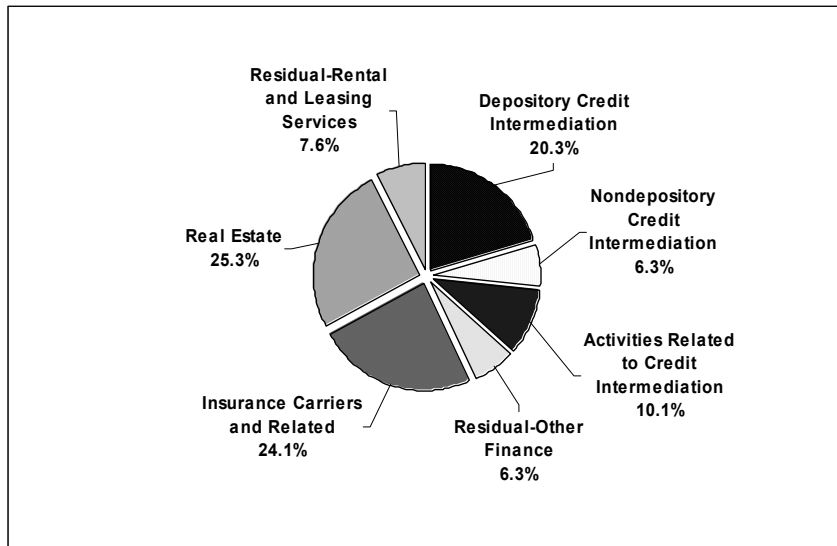
Sacramento Regional Research Institute, December 2003  
 Data Source: Employment Development Department, Labor Market Information

## Financial Activities

The Financial Activities sector supports the increased real estate activities seen in Placer County over the past decade and also strengthens the credit, deposit, and insurance activities demanded by residents and businesses in the region. Figure 32 shows that depository credit, insurance, and real estate activities make up close to 70 percent of employment in the Financial Activities industry.



FIGURE 32  
COMPONENTS OF FINANCIAL ACTIVITIES EMPLOYMENT  
IN PLACER COUNTY IN 2002

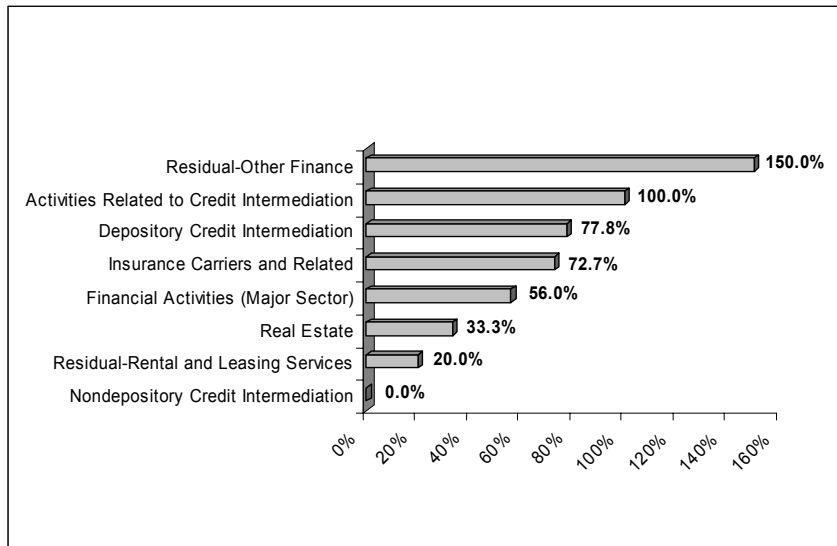


Sacramento Regional Research Institute, December 2003

Data Source: Employment Development Department, Labor Market Information

The strong growth seen in most of the Financial Activities sub-sectors in Placer County points to the maturity of the county's economy which is increasingly providing more high-end business services, including financial activities, demanded by large businesses and substantial population increases. Figure 33 demonstrates that four sub-sector have seen strong growth rates between 1997 and 2002 including Insurance Carriers and Depository Credit Intermediation.

**FIGURE 33**  
**EMPLOYMENT GROWTH IN COMPONENTS OF THE**  
**FINANCIAL ACTIVITIES SECTOR BETWEEN 1997 AND 2002**



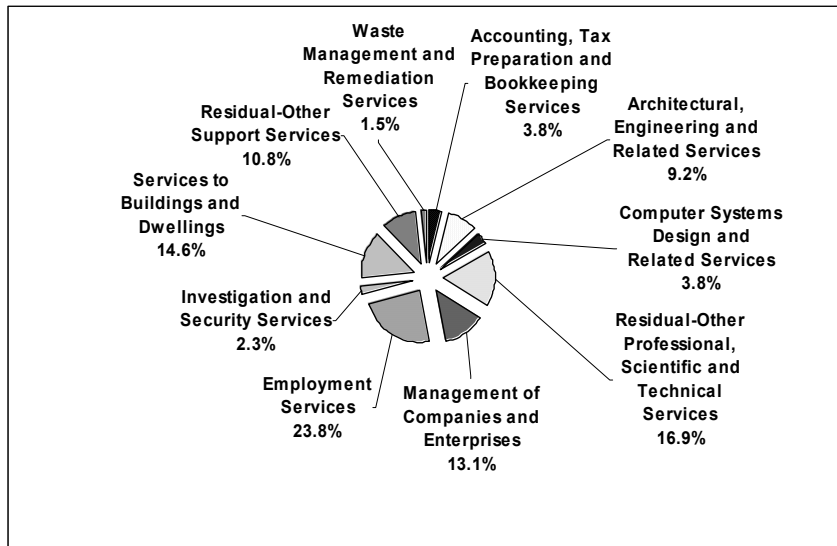
Sacramento Regional Research Institute, December 2003

Data Source: Employment Development Department, Labor Market Information

## Professional and Business Services

Similar to Financial Activities, the presence and growth of Professional & Business Services indicates a maturing economy able to provide support services to businesses and professional services to residents. The Professional & Business Services industry is split among many activities, but as Figure 34 illustrates, Services to Buildings & Dwelling as well as Professional, Scientific, & Technical Services make up a relatively large proportion of the overall industry's employment.

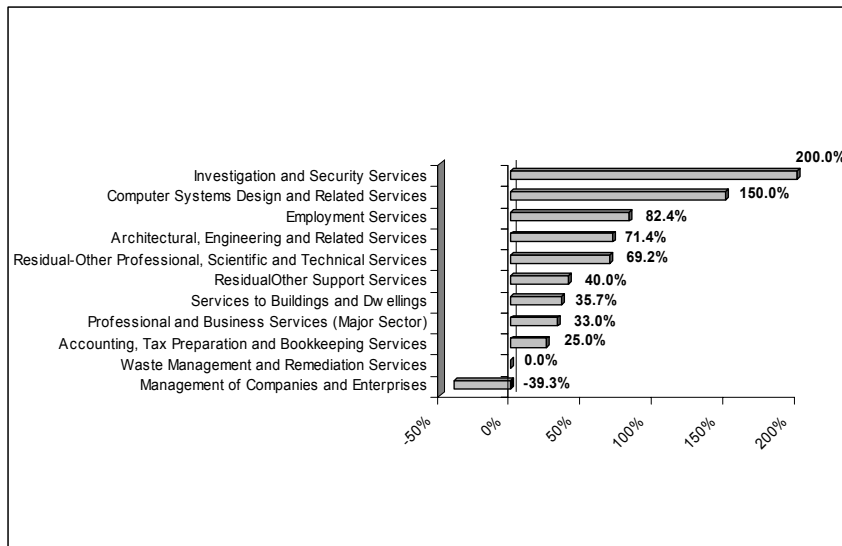
FIGURE 34  
COMPONENTS OF PROFESSIONAL & BUSINESS SERVICES  
EMPLOYMENT IN PLACER COUNTY IN 2002



Sacramento Regional Research Institute, December 2003  
Data Source: Employment Development Department, Labor Market Information

Figure 35 demonstrates that besides Management of Companies & Enterprises and Waste Management & Remediation Services, all sub-sectors of the Professional & Business Services industry have experienced healthy employment growth rates between 1997 and 2002 reflecting the growing need for support and specialized services. Many of the sub-sectors in this industry are indicators of overall employment growth due to their linked and support roles for the majority of industries and businesses.

**FIGURE 35**  
**EMPLOYMENT GROWTH IN COMPONENTS OF THE**  
**PROFESSIONAL & BUSINESS SERVICES SECTOR**  
**BETWEEN 1997 AND 2002**



Sacramento Regional Research Institute, December 2003

Data Source: Employment Development Department, Labor Market Information

## Wholesale and Retail Trade

Retail and Wholesale Trade in Placer County are also fast growing segments of the economy, providing 17 percent of the regional employment. Figure 36 shows total taxable sales in Placer County. In Placer County, the majority of taxable sales revenue is obtained from retail outlets.

**FIGURE 36**  
**TAXABLE SALES**  
**(IN THOUSANDS OF DOLLARS)**

Area	Taxable Sales - Total Outlets			Retail Sales 1st Q 2002 - 4th Q 2002	
	1st Quarter 2001 thru 4th Quarter 2001	1st Quarter 2002 thru 4th Quarter 2002	Percent Change	Total Retail Sales	Percent Retail
Placer County	5,201,929	5,549,881	6.7%	4,161,204	75.0%
Auburn	235,134	249,529	6.1%	170,696	68.4%
Colfax	49,822	51,201	2.8%	36,931	72.1%
Lincoln	90,846	92,995	2.4%	52,363	56.3%
Loomis	79,450	82,930	4.4%	40,229	48.5%
Rocklin	407,145	458,325	12.6%	360,732	78.7%
Roseville	2,756,587	2,988,257	8.4%	2,614,068	87.5%

Sacramento Regional Research Institute, December 2003

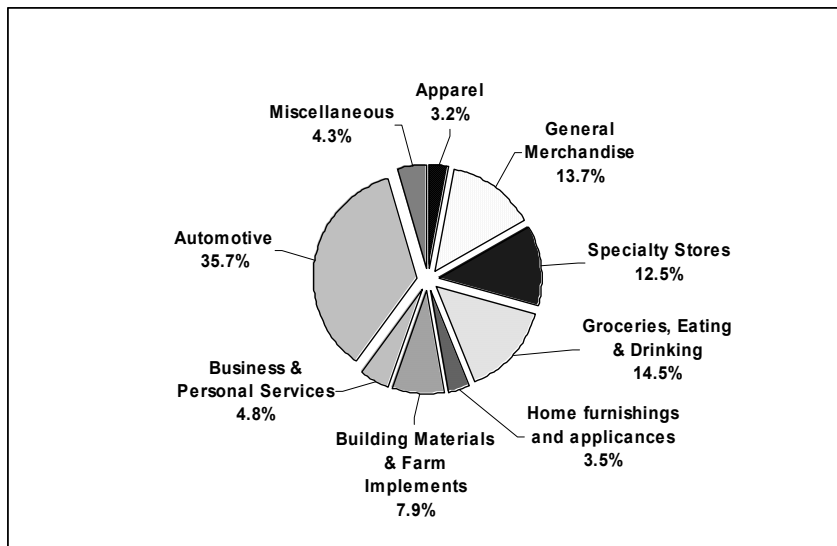
Data Source: California State Board of Equalization, Taxable Sales in California

Retail establishments in Placer County reported over \$5.5 billion annually in taxable sales through the fourth quarter in 2002, an increase of nearly seven percent since the year before. The city with the greatest amount of annual taxable sales through the fourth quarter 2002 was Roseville. Rocklin experienced the largest increase in taxable sales at close to 13 percent, followed by Roseville and Auburn with eight and six percents, respectively. Much of the increased revenue during this period can be attributed to the entry of larger retail outlets into the marketplace.

Figure 37 shows the composition of retail sales in Placer County. Retail sales are dominated by Automotive (36 percent) and Grocery Stores and Eating and Drinking Establishments (15 percent). These components account for over 50 percent of the retail sales volume. Other sizeable sectors are General Merchandise (14 percent) and Specialty Stores (13 percent).

Between 1997 and 2002, Wholesale Trade employment in the Placer increased by 600 employees with a 24 percent growth rate. The growth in Wholesale Trade in both the Greater Sacramento Area and Placer County provides a major influence on the high rate of new warehouse construction in the region. A number of factors contributed to the increase in wholesale distribution activities. Among others, high levels of retail sales in Placer County encouraged many national retail chains to establish distribution points in the region.

FIGURE 37  
COMPOSITION OF RETAIL SALES IN PLACER COUNTY  
4<sup>TH</sup> QUARTER 2001 THROUGH 3<sup>RD</sup> QUARTER 2002



Sacramento Regional Research Institute, December 2003  
Data Source: California Board of Equalization, Taxable Sales in California

## Banking and Finance

A complete network of banks and savings and credit union institutions serves the business community in Placer County. Several of these institutions are locally based and are shown in Figure 38.

**FIGURE 38**  
**LOCALLY BASED BANKING AND SAVINGS INSTITUTIONS**  
**(IN THOUSANDS; SORTED BY DEPOSITS)**

<i>Institution</i>	<i>City</i>	<i>Deposits</i>	<i>Assets</i>
Placer Sierra Bank	Auburn	\$820,131	\$967,661
Five Star Bank	Rocklin	\$59,440	\$75,050
Granite Community Bank	Granite Bay	\$37,619	\$43,906

Sacramento Regional Research Institute, December 2003

Data Source: Federal Deposit Insurance Corporation, Financial Data as of June 2003

Most major financial institutions have branch offices in Placer County, and the headquarters of several financial institutions are based in the region. Figure 39 ranks the top ten banks, local and national/state, by market share in Placer County.

**FIGURE 39**  
**MARKET SHARE: TOP TEN BANKING AND**  
**SAVINGS INSTITUTIONS**  
**(IN THOUSANDS; SORTED BY MARKET SHARE)**

<i>Rank</i>	<i>Institution</i>	<i>Deposits</i>	<i>Market Share</i>
1	Bank of America	\$748,972	19.7%
2	Wells Fargo Bank	\$581,610	15.3%
3	Placer Sierra Bank	\$416,256	10.9%
4	World Savings Bank	\$390,141	10.2%
5	Washington Mutual	\$325,312	8.5%
6	U.S. Bank	\$274,041	7.2%
7	Western Sierra National Bank	\$108,824	2.9%
8	Citibank West	\$105,608	2.8%
9	First Bank and Trust	\$97,665	2.6%
10	Bank of the West	\$92,027	2.4%

Sacramento Regional Research Institute, December 2003

Data Source: Federal Deposit Insurance Corporation, Financial Data as of June 2003



## **LABOR FORCE**

*Sacramento Regional Research Institute*

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## Labor Force

A diverse and abundant supply of skilled labor has been a major consideration for companies locating and expanding in Placer County. This section covers labor force participation, employment growth and growth by sector, wages, major employers, employee recruiting and training programs.

### Labor Force Participation

Figure 40 contains information related to labor force participation for California, the Bay Area, the Greater Sacramento Area, Placer County, and selected cities within Placer County in 1997 and 2002. As shown, the civilian labor force in Placer County increased by over 25 percent between 1997 and 2002. This is a significantly higher growth in labor force participation than in the state, which grew by approximately nine percent, and is much higher than in the Greater Sacramento Area, where labor force participation grew by 15 percent. The labor force participation growth rates for the selected cities within Placer County were very similar ranging around 25 percent.

FIGURE 40  
LABOR FORCE PARTICIPATION

<i>Area</i>	<i>1997</i>	<i>2002</i>	<i>Percent Change</i>
California	15,947,200	17,404,600	9.1%
Bay Area	3,518,300	3,736,400	6.2%
Greater Sacramento Area	884,700	1,018,600	15.1%
Placer County	110,700	138,800	25.4%
Cities in Placer County			
Auburn	6,360	7,990	25.6%
Colfax	740	930	25.7%
Lincoln	4,210	5,280	25.4%
Loomis	3,540	4,450	25.7%
Rocklin	12,890	16,180	25.5%
Roseville	29,110	36,550	25.6%

Sacramento Regional Research Institute, December 2003

Data Source: Employment Development Department, Labor Market Information



## Employment Growth

Figure 41 presents the civilian labor force, employment, unemployment, and the unemployment rate for California, the Bay Area, the Greater Sacramento Area, Placer County, and selected cities within Placer County for the years 1997 through 2002. Over the past five years, unemployment rates have been much lower for Placer County than for the state and the Greater Sacramento Area, which is indicative of the increasing employment opportunities in the area. The unemployment rates in the Bay Area were similar to those of Placer County and the selected cities within Placer County. However, Placer County was able to maintain a fairly low unemployment during the most recent slow down in the economy. In 2002, Placer County had the lowest unemployment rate (4.5 percent) of all the regions.

## LABOR FORCE

**FIGURE 41**  
**LABOR FORCE AND EMPLOYMENT**

<i>Area/Factor</i>	<i>1997</i>	<i>1998</i>	<i>1999</i>	<i>2000</i>	<i>2001</i>	<i>2002</i>
<b>California</b>						
Labor Force	15,947,200	16,336,500	16,596,500	16,884,200	17,182,900	17,404,600
Employment	14,942,500	15,367,500	15,731,700	16,048,900	16,260,100	16,241,800
Unemployment	1,004,700	969,000	864,800	835,300	922,800	1,162,800
Unemployment Rate	6.3%	5.9%	5.2%	4.9%	5.4%	6.7%
<b>Bay Area</b>						
Labor Force	3,518,300	3,582,600	3,633,600	3,732,600	3,779,700	3,736,400
Employment	3,385,200	3,456,300	3,524,000	3,639,200	3,626,300	3,494,500
Unemployment	133,100	126,300	109,600	93,400	153,400	241,900
Unemployment Rate	3.8%	3.5%	3.0%	2.5%	4.1%	6.5%
<b>Greater Sacramento Area</b>						
Labor Force	884,700	903,900	934,900	956,600	984,900	1,018,600
Employment	831,800	853,900	892,200	912,700	939,700	960,500
Unemployment	52,900	50,000	42,700	43,900	45,200	58,100
Unemployment Rate	6.0%	5.5%	4.6%	4.6%	4.6%	5.7%
<b>Placer County</b>						
Labor Force	110,700	114,000	120,900	125,600	134,000	138,800
Employment	105,600	109,300	117,000	121,600	129,300	132,500
Unemployment	5,100	4,700	3,900	4,000	4,700	6,300
Unemployment Rate	4.6%	4.1%	3.2%	3.1%	3.5%	4.5%
<b>Cities in Placer County</b>						
<b>Auburn</b>						
Labor Force	6,360	6,560	6,960	7,240	7,710	7,990
Employment	6,110	6,330	6,770	7,040	7,480	7,670
Unemployment	250	230	190	200	230	320
Unemployment Rate	4.0%	3.6%	2.8%	2.7%	3.0%	4.0%
<b>Colfax</b>						
Labor Force	740	760	800	830	890	930
Employment	710	730	780	810	860	890
Unemployment	30	30	20	20	30	40
Unemployment Rate	4.3%	3.9%	3.0%	3.0%	3.3%	4.3%
<b>Lincoln</b>						
Labor Force	4,210	4,330	4,580	4,760	5,080	5,280
Employment	3,980	4,120	4,410	4,580	4,870	5,000
Unemployment	230	210	170	180	210	280
Unemployment Rate	5.4%	4.8%	3.8%	3.7%	4.1%	5.3%
<b>Loomis</b>						
Labor Force	3,540	3,650	3,870	4,010	4,290	4,450
Employment	3,380	3,500	3,750	3,890	4,140	4,250
Unemployment	160	150	120	120	150	200
Unemployment Rate	4.5%	4.0%	3.1%	3.1%	3.4%	4.4%
<b>Rocklin</b>						
Labor Force	12,890	13,280	14,090	14,630	15,610	16,180
Employment	12,330	12,770	13,660	14,200	15,100	15,490
Unemployment	560	510	430	430	510	690
Unemployment Rate	4.3%	3.8%	3.0%	3.0%	3.3%	4.3%
<b>Roseville</b>						
Labor Force	29,110	29,990	31,700	33,010	35,230	36,550
Employment	27,700	28,700	30,690	31,910	33,930	34,800
Unemployment	1,410	1,290	1,080	1,100	1,300	1,750
Unemployment Rate	4.8%	4.3%	3.4%	3.3%	3.7%	4.8%

Sacramento Regional Research Institute, December 2003

Data Source: Employment Development Department, Labor Market Information

## Employment Growth Sectors

Figure 42 contains information about wage & salary employment by sector in Placer County for the years 1997 and 2002. During that time, total non-farm employment increased by approximately 36 percent. The largest increase from 1997 to 2002 was in Building Foundation & Exterior Contractors (200 percent) and Clothing & Clothing Accessories Stores (200 percent), followed by Specialty Trade Contractors (155 percent), Building Finishing Contractors (155 percent), Computer Systems Design & Related Services (150 percent), and Other Financial Activities (150 percent).

**FIGURE 42**  
**EMPLOYMENT BY INDUSTRY IN PLACER COUNTY**

<i>Sector</i>	<i>1997</i>	<i>2002</i>	<i>Growth Rate</i>
Total, All Industries	88,700	120,500	35.9%
Total Farm	400	300	-25.0%
Total Nonfarm	88,300	120,200	36.1%
Total Private	73,900	100,700	36.3%
Goods Producing	15,300	22,500	47.1%
Natural Resources and Mining	100	100	0.0%
Construction	6,600	14,400	118.2%
Construction of Buildings	2,000	3,500	75.0%
Heavy and Civil Engineering Construction	800	1,200	50.0%
Specialty Trade Contractors	3,800	9,700	155.3%
Building Foundation and Exterior Contractors	1,000	3,000	200.0%
Building Equipment Contractors	1,200	2,900	141.7%
Building Finishing Contractors	1,100	2,800	154.5%
Other Specialty Trade Contract	600	1,000	66.7%
Manufacturing	8,500	8,100	-4.7%
Durable Goods	7,500	7,000	-6.7%
Computer and Electronic Product Manufacturing	4,200	3,800	-9.5%
Computer and Peripheral Equipment Manufacturing	3,300	3,300	0.0%
Semiconductor and Electronic Component Manufacturing	100	100	0.0%
Residual-Communications Equipment Manufacturing	800	300	-62.5%
Residual-Miscellaneous Manufacturing	3,300	3,200	-3.0%
Nondurable Goods	1,000	1,100	10.0%
Food Manufacturing	100	100	0.0%
Residual-Beverage and Tobacco Product Manufacturing	900	1,000	11.1%

Sacramento Regional Research Institute, December 2003

Data Source: Employment Development Department, Labor Market Information

# LABOR FORCE

**FIGURE 42 (CONTINUED)**  
**EMPLOYMENT BY INDUSTRY IN PLACER COUNTY**

<i>Sector</i>	<i>1997</i>	<i>2002</i>	<i>Growth Rate</i>
Service Providing	73,000	97,700	33.8%
Trade, Transportation and Utilities	17,300	23,700	37.0%
Wholesale Trade	2,500	3,100	24.0%
Merchant Wholesalers, Durable Goods	1,400	1,900	35.7%
Merchant Wholesalers, Nondurable Goods	900	1,000	11.1%
Wholesale Electronic Markets and Agents and Brokers	200	200	0.0%
Retail Trade	12,800	17,600	37.5%
Motor Vehicle and Parts Dealer	2,600	3,400	30.8%
Building Material and Garden Equipment Stores	1,100	1,700	54.5%
Food and Beverage Stores	3,000	3,500	16.7%
Grocery Stores	2,700	3,100	14.8%
Residual-Specialty Food Stores	300	400	33.3%
Health and Personal Care Stores	600	900	50.0%
Clothing and Clothing Accessories Stores	500	1,500	200.0%
Sporting Goods, Hobby, Book and Music Stores	700	1,000	42.9%
General Merchandise Stores	1,500	2,400	60.0%
Residual-Miscellaneous Store Retailers	2,700	3,100	14.8%
Transportation, Warehousing and Utilities	2,000	3,000	50.0%
Information	1,800	2,700	50.0%
Publishing Industries (except Internet)	600	1,300	116.7%
Telecommunications	900	900	0.0%
Telecommunications Resellers	600	300	-50.0%
Residual-Other Telecommunications	300	600	100.0%
Residual-Other Information Services	300	600	100.0%
Financial Activities	5,000	7,800	56.0%
Finance and Insurance	3,100	5,200	67.7%
Credit Intermediation and Related Activities	1,800	2,800	55.6%
Depository Credit Intermediation	900	1,600	77.8%
Nondepository Credit Intermediation	500	500	0.0%
Activities Related to Credit Intermediation	400	800	100.0%
Residual-Other Finance	200	500	150.0%
Insurance Carriers and Related	1,100	1,900	72.7%
Real Estate and Rental and Leasing	2,000	2,600	30.0%
Real Estate	1,500	2,000	33.3%
Residual-Rental and Leasing Services	500	600	20.0%
Professional and Business Services	9,700	12,900	33.0%
Professional, Scientific and Technical Services	2,700	4,400	63.0%
Accounting, Tax Preparation and Bookkeeping Services	400	500	25.0%
Architectural, Engineering and Related Services	700	1,200	71.4%
Computer Systems Design and Related Services	200	500	150.0%
Residual-Other Professional, Scientific and Technical Services	1,300	2,200	69.2%
Management of Companies and Enterprises	2,800	1,700	-39.3%
Administrative and Support and Waste Services	4,300	6,800	58.1%
Administrative and Support Services	4,100	6,600	61.0%
Employment Services	1,700	3,100	82.4%
Investigation and Security Services	100	300	200.0%
Services to Buildings and Dwellings	1,400	1,900	35.7%
Residual-Other Support Services	1,000	1,400	40.0%
Waste Management and Remediation Services	200	200	0.0%

Sacramento Regional Research Institute, December 2003

Data Source: Employment Development Department, Labor Market Information

## LABOR FORCE

**FIGURE 42 (CONTINUED)**  
**EMPLOYMENT BY INDUSTRY IN PLACER COUNTY**

<i>Sector</i>	<i>1997</i>	<i>2002</i>	<i>Growth Rate</i>
Educational and Health Services	8,900	12,000	34.8%
Educational Services	1,000	1,800	80.0%
Health Care and Social Assistance	8,000	10,200	27.5%
Ambulatory Health Care Services	3,200	4,400	37.5%
Hospitals	1,200	2,100	75.0%
Nursing and Residential Care Facilities	2,100	1,500	-28.6%
Social Assistance	1,500	2,100	40.0%
Leisure and Hospitality	12,600	14,900	18.3%
Arts, Entertainment, and Recreation	2,700	2,700	0.0%
Accommodation and Food Service	9,900	12,200	23.2%
Accommodation	1,900	2,300	21.1%
Food Services and Drinking Places	7,900	9,900	25.3%
Full-Service Restaurants	3,500	4,900	40.0%
Limited-Service Eating Places	4,100	4,400	7.3%
Residual-Special Food Services	400	500	25.0%
Other Services	3,300	4,200	27.3%
Repair and Maintenance	1,600	2,100	31.3%
Personal and Laundry Services	1,700	2,100	23.5%
Government	14,400	19,500	35.4%
Federal Government	600	700	16.7%
Other Federal Government	600	700	16.7%
State and Local Government	13,800	18,800	36.2%
State Government	500	600	20.0%
Other State Government	500	600	20.0%
Local Government	13,300	18,300	37.6%
Local Government Education	8,700	12,500	43.7%
County	2,500	3,100	24.0%
City	1,400	1,900	35.7%
Other Local Government	700	700	0.0%

Sacramento Regional Research Institute, December 2003

Data Source: Employment Development Department, Labor Market Information

## Wages

Figure 43 shows wages for employees in selected occupations. Since this data is not available by county, the wages shown are for the entire Sacramento Primary Metropolitan Statistical Area (PMSA) that includes El Dorado, Placer, and Sacramento Counties.

**FIGURE 43**  
**PRIVATE SECTOR WAGES IN 2002**

<i>Occupational Title</i>	<i>Mean Annual Wage</i>
Computer Software Engineers, Systems Software	\$85,016
Pharmacists	\$82,385
General and Operations Managers	\$81,823
Real Estate Brokers	\$80,812
Electrical Engineers	\$77,115
Advertising and Promotions Managers	\$70,527
Industrial Engineers	\$68,029
Civil Engineers	\$66,584
Computer Programmers	\$66,429
Financial Analysts	\$61,674
Computer Systems Analysts	\$61,532
Operations Research Analysts	\$59,928
Registered Nurses	\$59,570
Database Administrators	\$57,423
Police and Sheriff's Patrol Officers	\$56,648
Multi-Media Artists and Animators	\$47,953
Legal Secretaries	\$41,748
Child, Family, and School Social Workers	\$35,190
Emergency Medical Technicians and Paramedics	\$32,810
Construction Laborers	\$31,289
Data Entry Keyers	\$25,292
Retail Salespersons	\$21,808
Packers and Packagers, Hand	\$17,817

Sacramento Regional Research Institute, December 2003

Data Source: Employment Development Department, OES Employment and Wages by Occupation

Note: Data is for the Sacramento PMSA.

## Major Employers

Figure 44 lists the largest private sector employers in Placer County. The employers primarily represent the manufacturing, computer, health and tourism sectors.

## LABOR FORCE

**FIGURE 44**  
**LARGEST PRIVATE SECTOR EMPLOYERS IN PLACER COUNTY**

<i>Name – City</i>	<i>Industry</i>	<i>Number of Employees</i>
Hewlett-Packard - Roseville, Rocklin	Computer & Office Equipment-Manufacturing	4,500
Kaiser Medical Center & Offices - Roseville	Hospitals	2,347
Squaw Valley Ski Corp - Olympic Valley	Misc. Amusement, Recreation Services	1,600
Sutter Roseville Medical Center - Roseville	Hospitals	1,460
Union Pacific	Transportation, Railroad	1,093
Pride Industries - Auburn, Roseville	Individual & Family Services	1,050
SureWest - Roseville	Telecommunication Services	1,000
Sutter Auburn Faith Hospital - Auburn	Hospitals	750
NEC Electronics USA Inc - Roseville	Electronic Components & Accessories	670
Resort at Squaw Creek - Olympic Valley	Misc. Amusement, Recreation Services	650
Alpine Meadows Ski Resort - Olympic Valley	Misc. Amusement, Recreation Services	500
Earthlink Inc. - Roseville	Telecommunication Services	490
Nordstrom's - Roseville	Retail, Department Store	450
Agilent Technologies - Roseville	Manufacturing	450
Coherent Auburn Group - Auburn	Electronic Components & Accessories	329
Sierra Pacific Industries - Lincoln	Sawmills & Planing Mills	300
Oracle Corp - Rocklin	Computer & Data Processing Services	200

Sacramento Regional Research Institute, December 2003

Data Source: Above listed companies. Current as of December 2003.

Figure 45 lists the number of establishments by industry in Placer County as well as the average monthly employees in each industry. The Construction, Retail Trade, and Other Services industries have the largest number of establishments in the county. In terms of average monthly employment, the Construction, Retail Trade, and Accommodation & Food Services sectors have the largest employment.

## LABOR FORCE

**FIGURE 45**  
**NUMBER OF ESTABLISHMENTS BY INDUSTRY IN**  
**PLACER COUNTY**  
**(1<sup>st</sup> QUARTER 2003)**

<i>Industry</i>	<i>Number of Establishments</i>	<i>Average Monthly Employment</i>
Total All Private Industries	8,855	107,589
Agriculture, Forestry, Fishing and Hunting	71	409
Mining	8	95
Utilities	18	459
Construction	1,429	15,713
Manufacturing	322	9,979
Wholesale Trade	330	2,448
Retail Trade	1,043	18,795
Transportation and Warehousing	157	1,682
Information	141	2,713
Finance and Insurance	533	5,972
Real Estate and Rental and Leasing	449	2,948
Professional and Technical Services	890	4,841
Management of Companies and Enterprises	48	1,875
Administrative and Waste Services	465	6,743
Educational Services	104	1,711
Health Care and Social Assistance	764	10,225
Arts, Entertainment, and Recreation	124	3,922
Accommodation and Food Services	609	13,678
Other Services	1,329	3,330
Unclassified	21	43
Total Government		
Federal Government	36	666
State Government	14	355
Local Government	207	14,183

Sacramento Regional Research Institute, December 2003

Data Source: California Employment Development Department, Labor Market Information

Note: Average monthly employment is an average for the entire year and includes full and part-time employees.

Figure 46 names some the companies that expanded or relocated to Placer County between 1999 through 2003.



## LABOR FORCE

**FIGURE 46**  
**COMPANY FACILITIES EXPANDED OR RELOCATED TO PLACER COUNTY**  
**BETWEEN 1999 AND 2003**

<i>Company</i>	<i>City/County</i>	<i>Industry</i>	<i>Projected Employment</i>
The Gap	Placer County	Call Center	1,000
Earthlink, Inc.	Roseville	Telecommunications	540
Agilent Technologies	Roseville	Manufacturing	450
Ace Hardware Corporation	Rocklin	Retail Support Center	300
Greenheck Fan Corporation	Placer County	Manufacturing	200
NextLink	Roseville	Internet Service Provider	200
Oracle	Rocklin	Software Developer	200
Esurance	Rocklin	Online Auto Insurance	90
Performance Polymer Technologies	Roseville	Headquarters	50
Schott Applied Power Corp.	Rocklin	Solar Energy Systems	34
Galil Motion Control	Rocklin	Robotic Controls	30
Dovebid Test & Measurement Group	Roseville	Electronic Test & Measurement Devices	20

Sacramento Regional Research Institute, December 2003

Data Source: Sacramento Area Commerce and Trade Organization, "Located Companies List," August 2003

Placer County Office of Economic Development

## Employee Recruitment and Training Programs

### Golden Sierra One-Stop Career Center

The On-the-Job Training program sponsored by the Golden Sierra Job Training Agency meets specific employment needs through employee recruitment and training programs and employee placement assistance. On-the-Job Training agreements are individually negotiated and usually average three months. An applicant's experience and job complexity determines the amount of time needed for training. An employer may be reimbursed up to 50 percent of the gross wages paid to the employee during this training period.

Golden Sierra also operates a One-Stop Career Center, providing a comprehensive array of information and services integrating local labor market, vocational schools/community colleges, job match data, resume assistance, internet access to job announcements, and an on-site representative from the local Employment Development Department.

### Employment Training Panel

The Employment Training Panel is a California State agency created in 1982 as a cooperative business-labor program to retrain workers. The Panel was designed to fund training that meets the needs of employers for skilled workers and the need of workers

for good, long-term jobs. This employer-supported training is used to improve the economic climate by training new workers and retraining workers in danger of being laid off as a result of technological advancements in the workplace, and because of foreign and domestic competition.

The Employment Training Panel provides funding for training programs in private industry that can be used to train new hires (unemployment insurance recipients), welfare recipients, small business owners (entrepreneurs), and to retain current employees. The Panel also contracts with employers, training agencies (schools) and employer groups to reimburse training costs through performance-based agreements.

### **CalWORKS Program**

CalWORKS is an employment and training program for people who have been receiving temporary assistance for needy families and are ready to re-enter the workforce. The CalWORKS program provides a number of services to prepare a potential employee to be competitive in the local labor market. It also provides a variety of services to prospective employers. Applicants are screened to meet specific qualifications and referrals, and are scheduled at the convenience of the employer.

The benefits of the CalWORKS program include the following:

- Quality employees of your choice
- No fee employment service
- Potential qualification for tax credits
- Potential reimbursement for on-the-job training
- Recognition for community involvement

### **Sierra College**

Placer County offers small business assistance programs through the Sierra College Small Business Development Center (SBDC) and the Sierra Economic Development District (SEDD). SBDC offers counseling, training, and support for businesses. SBDC covers topics such as business startup and acquisition, sources of capital, marketing, government procurement, accounting, financial analysis, inventory, research, personnel, and many more programs. Information regarding SBDC can be found on their web site at [www.sbdcsierra.org](http://www.sbdcsierra.org).

SEDD's primary goal is to alleviate unemployment and underemployment by expanding industrial, resource, and small business development by preserving the quality of life in the Sierra Nevada Foothills. SEDD provides Small Business Administration micro-loans to help support business initiation or expansion. SEDD also helps cities start their own business loan program. In addition, they assist jurisdictions in obtaining funding for infrastructure required for economic expansion.



## **EDUCATION**

*Sacramento Regional Research Institute*

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## Education

One of Placer County's most important resources is its education system. Through a network of public and private schools, the region benefits from a well-educated community and labor force. Local institutions offer programs for most undergraduate and graduate degrees, and several institutions specialize in services to assist the business community.

This section covers primary and secondary education, higher education, community colleges, public universities, private schools, technical schools, vocational training, and briefly outlines data related to educational attainment in Placer County.

### Primary and Secondary Education

Figure 47 shows public school enrollment in school years 2001–2002 and 2002–2003 for Placer County's largest school districts, the Greater Sacramento Area, and California. Dry Creek Joint Elementary, followed by the Rocklin Unified, Roseville City Elementary, and Roseville Joint Union High school districts are the fastest growing school districts in Placer County. Only Tahoe-Truckee Joint Unified lost student enrollment within that same time period.

FIGURE 47  
PUBLIC SCHOOL ENROLLMENT GRADES K THROUGH 12

<i>Area/School District</i>	<i>2001-02 School Year</i>	<i>2002-03 School Year</i>	<i>Percent Change 2002-2003</i>
Greater Sacramento Area	374,927	382,981	2.15%
California	6,147,375	6,244,403	1.58%
Placer County	58,228	60,716	4.27%
Largest School Districts			
Dry Creek Joint Elementary	5,629	6,386	13.45%
Eureka Union Elementary	4,169	4,243	1.78%
Placer Union High	4,673	4,706	0.71%
Rocklin Unified	7,899	8,615	9.06%
Roseville City Elementary	6,625	7,114	7.38%
Roseville Joint Union High	7,360	7,724	4.95%
Tahoe-Truckee Joint Unified	5,570	5,342	-4.09%
Western Placer Unified	7,040	7,280	3.41%

Sacramento Regional Research Institute, December 2003  
Data Source: California Department of Education, Data Quest

## EDUCATION

Figure 48 illustrates Kindergarten through 12<sup>th</sup> grade enrollment in Placer County by type of school in the 2002-2003 school year. Elementary schools have the highest enrollment followed by high and middle schools. The county's charter schools' enrollments are also fairly large at close to 10 percent.

**FIGURE 48**  
**TYPES OF SCHOOLS IN PLACER COUNTY**  
**2002-03 SCHOOL YEAR**

<i>School Type</i>	<i>Number of Schools</i>	<i>Enrollment</i>
Elementary	62	27,853
Middle	15	10,487
High	11	15,905
K-12	1	3,463
Alternative	5	1,630
Special Education	2	545
Continuation	7	644
Juvenile Court	1	82
Charter	7	6,732
Total	111	67,341

Sacramento Regional Research Institute, December 2003  
Data Source: California Department of Education, Ed-Data

Figure 49 shows 2001 Scholastic Aptitude Test (SAT) scores for Placer County, school districts within Placer County, the Greater Sacramento Area, and California. Placer County's commitment to quality education results in consistently high levels of accomplishment for area students. The region's students have regularly outscored or performed similar to California students as a whole on the SAT. The average math score for public school students in Placer County was 536 for the 2001-2002 school year. The average verbal score for Placer County students was 518—24 points above the California average and 14 points above the Greater Sacramento Area average. The highest overall scores on the SAT were in the Placer Union High and Roseville Joint Union High districts.

## EDUCATION

**FIGURE 49**  
**AVERAGE SAT SCORES FOR PUBLIC SCHOOL STUDENTS**  
**2002-03 SCHOOL YEAR**

<i>Area/School District</i>	<i>Number Tested</i>	<i>Percent Tested</i>	<i>Average Verbal Score</i>	<i>Average Math Score</i>	<i>Average Combined Score</i>
California	141,468	36.7%	494	518	1012
Greater Sacramento Area*	8,154	30.8%	504	523	1027
Placer County	1,604	34.3%	518	536	1054
<b>Largest School Districts</b>					
Placer Union High	405	36.7%	527	535	1062
Rocklin Unified	231	42.9%	511	541	1052
Roseville Joint Union High	729	38.7%	518	540	1058
Tahoe-Truckee Joint Unified	179	36.0%	505	527	1032
Western Placer Unified	60	34.7%	525	518	1043

Sacramento Regional Research Institute, December 2003

Data Source: California Department of Education, Data Quest

\*Note: The average verbal, math, and combined scores are an average of the six counties.

Figure 50 shows the American College Test (ACT) average composite scores for Placer County, school districts within Placer County, the Greater Sacramento Area, and the state for the 2002-2003 school year. ACT scores range from 1 as a low to 36 as the high. In Placer County, the average composite score was 23.2. This score is almost between one to two points higher than the Greater Sacramento Area (21.8) and the state (21.3). Further, Placer County's average composite score was above the national average of 20.8 in 2003. The highest average composite scores were in the Rocklin Unified and Placer Union high districts.

## EDUCATION

**FIGURE 50**  
**AVERAGE ACT SCORES FOR PUBLIC SCHOOL STUDENTS**  
**2002-03 SCHOOL YEAR**

<i>Area/School District</i>	<i>Number Tested</i>	<i>Percent Tested</i>	<i>Average**</i>
			<i>Composite Score</i>
California	37,324	9.7%	21.3
Greater Sacramento Area*	2,794	10.6%	21.8
Placer County	527	11.3%	23.2
Largest School Districts			
Placer Union High	119	10.1%	23.5
Rocklin Unified	106	19.7%	23.8
Roseville Joint Union High	200	10.6%	23.0
Tahoe-Truckee Joint Unified	90	18.1%	22.2
Western Placer Unified	12	2.3%	23.0

Sacramento Regional Research Institute, December 2003

Data Source: California Department of Education, Data Quest

\*The average composite score is the average of the six counties.

Figure 51 illustrates the number of public high school graduates that met the course requirements to qualify for entrance into the University of California (UC) and California State University (CSU) systems. These schools require some courses beyond the California graduation requirements including four years of English, three years of mathematics, three years of social science, two years of science, one year of visual and performing arts, two years of a foreign language, and one additional elective. In the 2001-2002 academic year, about 38 percent of the graduating seniors in Placer County met these course requirements. This is about three percent higher than the Greater Sacramento Area and the state. The greatest proportion of students with these qualifications was in the Tahoe-Truckee Joint Unified district. The rate of growth between 2001 and 2002 in graduates with entrance requirements in Placer County is higher than the state. The Roseville Joint Union district experienced relatively large growth in graduates with UC and CSU requirements with a nearly 26 percent growth rate between 2001 and 2002.

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**FIGURE 51**  
**PUBLIC HIGH SCHOOL GRADUATES WITH UC AND CSU ENTRANCE**  
**COURSES**

<i>Area/School District</i>	<i>Graduates with Req. 2000-01</i>	<i>Percent of Graduates 2000-01</i>	<i>Graduates with Req. 2001-02</i>	<i>Percent of Graduates 2001-02</i>	<i>Percent Change 2001-2002</i>
California	112,469	35.6%	112,934	34.6%	0.4%
Greater Sacramento Area	6,318	30.6%	7,430	34.9%	17.6%
Placer County	1,367	35.4%	1,490	37.8%	9.0%
<b>Largest School Districts</b>					
Placer Union High	383	39.6%	392	41.9%	2.3%
Rocklin Unified	198	48.3%	195	43.7%	-1.5%
Roseville Joint Union High	541	32.4%	679	42.8%	25.5%
Tahoe-Truckee Joint Unified	195	52.8%	173	45.6%	-11.3%
Western Placer Unified	45	10.3%	50	8.6%	11.1%

Sacramento Regional Research Institute, December 2003  
 Data Source: California Department of Education, Data Quest

Figure 52 illustrates student performance in Placer County's eight largest schools districts compared to the California Statewide Academic Performance Index (API) performance target. The statewide target score of 800 has been adopted by the State Board of Education and reflects a high level of performance that schools should strive to meet. As the following table demonstrates, several school districts in Placer scored well above or close to the stated API target. The school districts that scored below the performance target have all improved their API scores between 2002 and 2003.



FIGURE 52  
PLACER COUNTY API PERFORMANCE  
LARGEST SCHOOL DISTRICTS

<i>School District</i>	<i>Weighted Average API 2002</i>	<i>Weighted Average API 2003</i>
California Performance Target	800	800
Eureka Union Elementary	846	859
Rocklin Unified	795	806
Dry Creek Joint Elementary	799	811
Roseville City Elementary	770	805
Placer Union High	709	716
Tahoe-Truckee Joint Unified	715	730
Roseville Joint Union High	702	724
Western Placer Unified	680	693

Sacramento Regional Research Institute, December 2003

Data Source: California Department of Education, 2002-2003 API Growth Report

## Higher Education

Higher education is available from a variety of institutions throughout the area. In addition to the University of California, Davis (UCD) and California State Universities, Sacramento and Chico (CSUS and CSUC), five community colleges, numerous vocational schools, professional schools, and local campuses of colleges headquartered elsewhere in the state provide services to meet the educational needs of local business and the community. Additionally, within a three-hour distance from Placer County, the University of California, Berkeley and Stanford University provide an accessible supply of well-educated graduates. Figure 53 presents selected academic institutions in the immediate Sacramento area.

FIGURE 53  
UNIVERSITIES AND COLLEGES IN THE IMMEDIATE SACRAMENTO AREA



Sacramento Regional Research Institute, December 2003

Source: Sacramento Area Commerce and Trade Organization, Sacramento Vicinity Map

This variety of higher education has been a strong attraction of the region, especially for knowledge and information intensive industries like electronics and biotechnology. With a local education network to tap, firms such as NEC and Hewlett-Packard have been able to recruit employees within the area and, in conjunction with local colleges, design specific courses to the companies' requirements.

## EDUCATION

Figure 54 lists the enrollment of some higher educational institutions in northern California as well as the enrollment growth rates between 2002 and 2003.

**FIGURE 54**  
**HIGHER EDUCATION ENROLLMENT**

<i>School</i>	<i>2001-2002 Academic Year</i>	<i>2002-2003 Academic Year</i>	<i>Percent Change 2002-2003</i>
<b>Community College Districts</b>			
Sierra	18,771	20,073	6.9%
Los Rios	69,390	72,191	4.0%
Yuba	10,793	10,695	-0.9%
<b>Public Universities</b>			
CSU, Sacramento	26,923	28,558	6.1%
CSU, Chico	16,704	16,246	-2.7%
UC, Davis	27,292	29,087	6.6%
<b>Private Schools</b>			
Chapman	9,370	13,227	41.2%
Golden Gate University	4,843	4,415	-8.8%
Lincoln Law School	250	250	0.0%
McGeorge School of Law	950	1,045	10.0%
National University	18,267	17,865	-2.2%
University of San Francisco	8,063	8,194	1.6%
USC-Sacramento Center	143	149	4.2%

Sacramento Regional Research Institute, December 2003  
 Data Source: California Postsecondary Education Commission  
 Los Rios Community College District  
 Lincoln Law School  
 McGeorge School of Law  
 USC-Sacramento Center

## Community Colleges

### Sierra Community College District

For over half a century, the 240-acre Sierra College campus has offered general education and technical courses. The main campus is located off Interstate 80 in Rocklin. Other facilities include a 105-acre Sierra Nevada County Campus in Grass Valley and a center in Roseville. These campuses offer day, evening, and weekend classes and are administered by the Sierra Community College District. Sierra has a national reputation based on excellence in such academic areas as computer science, mathematics, computer integrated electronics, nursing, and early childhood education. Sierra offers Associate of Arts and Associate in Science degrees, along with technical training and certificates in over 70 areas and career fields. In addition, Sierra College offers the first two years of

pre-professional programs including Medicine, Law, Engineering, Computer Science, Education, and Business Administration.

Sierra College was one of 76 schools in the nation chosen to participate in IBM's Higher Education Alliance Program. The program assists students in learning computer-aided design, electronics and manufacturing.

To benefit area firms, Sierra College offers assistance through their Small Business Assistance Center and the Center for Applied Competitive Technologies (CACT). CACT specializes in combining computer-aided design and manufacturing to supply training and instruction to businesses in this particular industry. The college also provides on-site training and retraining to industry through its Contract Education Program.

### **Los Rios Community College District**

The Los Rios Community College District has over 70,000 students enrolled at American River College, Cosumnes River College, Sacramento City College, Cosumnes River Education Center in Placerville, Folsom Lake Center in Folsom and El Dorado Center in Placerville. Los Rios is one of the fastest growing community college districts in the state and is ranked near the top in the state for transferring students to the UC and CSU systems. The Los Rios colleges also offer more than 76 career education programs including such high growth career fields as nursing and health, computer information science, hazardous materials management, biotechnology, electronics, and business. The district also operates The Training Source, a division that provides custom-designed training in such areas as electronics, computer science, supervision, management, and total quality management, as well as the Greater Sacramento Small Business Development Center and the Center for International Trade Development.

### **Yuba Community College District**

The Yuba Community College District has been providing residents of Yuba and Sutter Counties with high-quality education for almost 75 years. Yuba College's main campus is located in Marysville, with other campuses located in Woodland (Woodland Community College) and Lake County as well as centers in Colusa and on Beale Air Force Base. Yuba College is geographically the second largest community college district in the state. Its enrollment has grown to over 10,000 students throughout the sprawling 4,192 square mile district. Yuba College students who transfer to the UC system and the CSU system have a higher grade point average (GPA) than the average transfer student. The facility is among the finest in the state for lower division college course work.

## **Public Universities**

The Greater Sacramento Area has three major public universities—California State University, Sacramento (CSUS), California State University, Chico (CSUC), and University of California, Davis (UCD).

### **California State University, Sacramento**

California State University, Sacramento—which was the site of the U.S. Olympic track and field trials in July 2000 and is located only five miles from California's capitol—is a major university in the state and the nation. Founded in 1947, the University has completed over one-half century of service. Approximately 28,000 students are enrolled at CSUS, and more than 70 nations are represented. CSUS's academic programs are organized into eight schools: Arts & Letters, Business Administration, Continuing Education, Engineering & Computer Sciences, Health & Human Services, Education, Natural Sciences and Mathematics, Social Sciences and Interdisciplinary Studies. CSUS students earn degrees in more than 60 undergraduate degree programs and 40 graduate programs. The university is continuing an ambitious expansion and remodeling of facilities, which has brought more than one million square feet of new classroom and laboratory space. A carefully structured Strategic Plan is in place to help the campus enter the 21<sup>st</sup> century as a regional leader in higher education and economic development.

The Business Administration major is the largest undergraduate and Teacher Education is the largest graduate program at CSUS. Computer Science, Engineering, Economics, Biological Sciences, and Communication Studies also draw large numbers of students. Programs which specialize in graduate education include Business, Education, and Public Policy and Administration.

More than 30 research and service centers are associated with the university. In addition, CSUS has focused on extension and continuing education programs to accommodate the business community's changing needs. The continuing education curriculum includes Computer Science, Business Management, Marketing, and Accounting courses.

### **California State University, Chico**

Located 86 miles north-west of Auburn, California State University, Chico is another major public university that provides educational services for Placer County residents. Founded in 1887, the university is the second oldest California State University campus, known for its picturesque views, beautiful architecture, and a cozy, college town atmosphere. CSUC provides excellent educational opportunities and is committed to developing a high quality learning environment. The university's graduation rate continuously ranks as one of the highest in the CSU system and its graduates are among the most heavily recruited by major corporations on the West Coast. Its success is partly

explained by its relatively low student-to-faculty ratio of 20 to 1, which allows a more personalized style of instruction.

The university total enrollment is approximately 16,000 students who come from 43 different states and 63 nations. CSU, Chico comprises nine colleges, which include Agriculture, Behavioral and Social Sciences, Business, Communication and Education, Engineering, Computer Science and Technology, Humanities and Fine Arts, Natural Sciences, the School of Graduate, International, and Sponsored Programs and Regional and Continuing Education. The university offers 70 undergraduate degree programs with 188 options for major and concentration combinations. Business, Liberal Studies and Undecided, represent the largest programs. The university's Psychology program is the following largest enrollment category. CSUC is considered to be one of the leaders in distance education, having offered over 880 courses in 40 disciplines to students in the United States and abroad.

CSUC is also proud of its commitment to community service through organizations like Community Action Volunteers in Education and Students in Free Enterprise that promote and oversee student involvement in community activities and projects.

### **University of California, Davis**

When the University Farm opened its gates in the early 20<sup>th</sup> century, it consisted of 778 acres of rich agricultural land. Today, nearly a century later, the University of California, Davis campus has grown to more than 5,000 acres, dozens of buildings, house laboratories, performance spaces, classrooms and libraries. The 29,087 students study under the guidance of scores of faculty whose expertise ranges from molecular biology to modern dance. An acknowledged international leader in Agricultural, Biological, Biotechnological and Environmental Sciences, UCD is gaining similar recognition for excellence in the Arts, Humanities, Social Sciences, Health Sciences, Law, and Management. In 2003, University of California, Davis ranked number 11 among the top public universities nationally by *U.S. News & World Report*. The campus is one of only 63 members of the prestigious Association of American Universities, whose members are selected by invitation only. UCD offers 110 undergraduate majors and 70 graduate programs in the College of Agricultural and Environmental Sciences, Letters and Science, and Engineering and four professional schools: Medicine, Veterinary Medicine, Law and Management. Over the next ten years, the campus will grow both in enrollment and in new facilities totaling about one billion dollars, including laboratories, classrooms, and student facilities. The UCD Center for the Arts (Mondavi Center), opened in the fall of 2002, and houses a 1,800-seat state-of-the-art performance hall and a 250-seat studio theater and provides performance space unrivalled outside the San Francisco Bay Area.

UC Davis Extension offers over 3,500 courses for more than 80,000 students each year. Course offerings include traditional classroom courses open to the public—many of them are offered in Sacramento—as well as online courses and customized on-site training for employers.

The UC Davis Health System includes a 528-bed teaching hospital in Sacramento, a medical school and a network of primary care physician practices and affiliated community hospitals in Northern California communities. The system operates the region's only Level 1 trauma center, a comprehensive cancer center, a children's hospital, transplant services, an Alzheimer's center, an institute for neurodevelopment disorders, and a burn center.

## **Private Schools**

Numerous branches of private colleges headquartered outside the Greater Sacramento Area support the region. National University primarily serves working adults with its intensive one course per month evening format in Management, Technology, Psychology, and Education. The university has approximately 1,200 students in Sacramento.

Smaller institutions include the University of San Francisco, which offers programs in Organizational Studies, Public Administration, Health Services Administration, and Counseling.

The University of Southern California's Sacramento Center for the School of Policy, Planning and Development has been offering nationally accredited Master's Degrees for over 25 years. It offers degrees in Public Administration, Health Administration and Planning and Development Studies. Classes are taught in small seminars with 10-20 students.

Golden Gate University, founded in 1853, is the fourth largest private university in California. The Sacramento campus offers undergraduate and graduate programs in Business, Technology, Taxation, Public Administration and Healthcare Management. The 1,500 working adult student population enjoys convenient, skill-building classes.

Chapman University offers Bachelor's and Master's Degrees, as well as teaching credentials and extended education. This liberal arts university has an approximately 770 student enrollment per term in the Sacramento Valley.

The University of the Pacific's McGeorge School of Law is a recognized leader in the field of legal education. McGeorge seeks to educate practice-ready graduates through its required curriculum and opportunities for practical experience in clinical and internship settings. A specialized curriculum at the school leads to a Certificate in Governmental Affairs awarded concurrently with the Juris Doctorate Degree.

Also located nearby is the Lincoln Law School of Sacramento. Lincoln Law School is fully accredited by the Committee of Bar Examiners of the State Bar of California and serves about 250 students.



William Jessup University, formerly San Jose Christian College, will officially relocate its main campus from San Jose to Rocklin in 2004. The university will prepare its Christian students for leadership and service in church and society by focusing on theological higher education.

Bachelor's and Master's Degrees, and other programs of higher education are offered through several private schools, some of which are mentioned above. A partial list of these institutions also appears below:

- Chapman University
- Golden Gate University
- Lincoln Law School
- McGeorge School of Law
- National University
- University of Phoenix
- University of San Francisco
- University of Southern California

### **Technical Schools and Vocational Training**

In addition to the comprehensive instruction given at area community colleges, specific technical training is available at more than 100 trade and vocational schools in the Greater Sacramento Area. The Sacramento County Office of Education operates Regional Occupational Programs that regularly train high school students and adults for careers as electronic technicians, computer programmers, woodworkers, welders, automotive technicians, metal workers and graphic arts personnel. Traditional vocational school programs include Computer Operations and Programming, Accounting, Secretarial, Medical Office, Legal Office and Electronics. Also, many vocational schools are approved to offer both diplomas and degree programs.

The best known schools offering vocational education are the Heald Business Colleges, ITT Technical Institute (which offers Associate of Science and Bachelor of Science Degrees), MTI College of Business Technology, Western Career College, and the National Education Center (Sawyer Campus).

### **Educational Attainment**

Figure 55 demonstrates changes that have occurred in the educational attainment patterns in Placer County between 1990 and 2000. The table illustrates a dramatic, almost 94 percent, increase in the attainment of Bachelor's and higher level degrees, and a significant growth of 55 percent in the number of Associate Degrees and other college level instruction received by Placer County residents (these numbers do not account for a 45 percent population growth in the county). At the same time, the number of lesser-educated people has significantly fallen from 26 percent to 21 percent in the high school



## EDUCATION

level education category and from 15 to 9.5 percent in the less than high school level category. Overall, Placer County represents a more educated community compared to the Greater Sacramento Area and the state of California in general. Sixty-nine percent of Placer County's population has received instruction beyond high school level, compared to 61 and 57 percent in the Greater Sacramento Area and California, respectively. The number of Placer residents with Bachelor's and higher level degrees is also significantly higher at over 30 percent, compared to 25.6 percent in the Greater Sacramento Area and 26.6 percent in California.

**FIGURE 55**  
**EDUCATIONAL ATTAINMENT**

<i>Educational Attainment Categories</i>	1990		2000		<i>Percent Change</i>
	<i>Total</i>	<i>Percent</i>	<i>Total</i>	<i>Percent</i>	<i>1990-2000</i>
California					
Population 25 years and over	18,695,499	100.0%	21,298,900	100.0%	13.9%
Less than high school graduate	4,450,528	23.8%	4,942,743	23.2%	11.1%
High school graduate (incl. equivalency)	4,167,897	22.3%	4,288,452	20.1%	2.9%
Some college or associate degree	5,710,400	30.5%	6,397,739	30.0%	12.0%
Bachelor's degree or higher	4,366,674	23.4%	5,669,966	26.6%	29.8%
Greater Sacramento Area					
Population 25 years and over	1,015,288	100.0%	1,223,128	100.0%	20.5%
Less than high school graduate	185,082	18.2%	199,068	16.3%	7.6%
High school graduate (incl. equivalency)	248,743	24.5%	275,227	22.5%	10.6%
Some college or associate degree	352,236	34.7%	435,384	35.6%	23.6%
Bachelor's degree or higher	229,227	22.6%	313,449	25.6%	36.7%
Placer County					
Population 25 years and over	114,422	100.0%	165,894	100.0%	45.0%
Less than high school graduate	17,006	14.9%	15,835	9.5%	-6.9%
High school graduate (incl. equivalency)	29,751	26.0%	35,327	21.3%	18.7%
Some college or associate degree	41,725	36.5%	64,506	38.9%	54.6%
Bachelor's degree or higher	25,940	22.7%	50,226	30.3%	93.6%

Sacramento Regional Research Institute, December 2003  
Data Source: U.S. Census Bureau, 1990 & 2000 Census



## **REAL ESTATE**

*Sacramento Regional Research Institute*

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## Real Estate

Over the past decade Placer County has experienced extensive growth in construction and real estate activity. This section outlines non-residential and residential real estate factors in Placer County.

### General Real Estate

Several factors make a significant contribution to the real estate activity in the Placer County regional marketplace. As shown in Figure 56, commercial lease rates are generally lower than those in the Bay Area and slightly above those in the Greater Sacramento Area. The combination of lower labor costs and relatively lower commercial rents are an incentive to companies relocating to the area.

**FIGURE 56**  
**COMPARISON OF CURRENT LEASE RATES**  
**(PER SQUARE FOOT, 3<sup>rd</sup> QUARTER 2003)**

<i>Area</i>	<i>Office</i>	<i>Industrial</i>	<i>R &amp; D</i>
Placer County			
Roseville/Rocklin/Lincoln	\$1.94	\$0.36	\$1.07
Greater Sacramento Area			
Downtown	\$2.16	\$0.25	\$0.65
Northgate/Natomas	\$1.76	\$0.32	\$0.71
South Sacramento/Elk Grove	\$1.72	\$0.29	\$0.68
Highway 50/Sunrise	\$1.57	\$0.35	\$0.70
I-80/McClellan	\$1.74	\$0.27	\$0.65
Bay Area			
Downtown San Jose	\$2.28	\$0.56	\$1.10
Santa Clara	\$1.75	\$0.60	\$1.10
Sunnyvale	\$1.90	\$0.60	\$1.05
Palo Alto	\$2.75	\$0.65	\$1.50
Mountain View/Los Altos	\$2.33	\$0.75	\$1.15
Fremont	\$1.88	\$0.57	\$0.90
Oakland	\$1.81	\$0.39	\$1.40
Alameda	\$1.64	\$0.40	-

Sacramento Regional Research Institute, December 2003  
Data Source: Grubb & Ellis, CB Richard Ellis

Local government's favorable attitude toward economic development is another factor contributing to the active real estate market in Placer County. Another factor is the proximity of the region to both the Bay Area and the Sierra Nevada mountains.

Computer and technology support firms are among the most rapidly expanding businesses in the area. Information technology, accounting, law, and engineering firms,

as well as state associations, have been able to service Bay Area and Southern California clients from Placer County. Consequently, the mix of companies in Placer County has become more regional and national in character. Local companies remain important to Placer County as they expand to keep pace with the region's growth. However, it is the regional and national companies that have generated the impetus to the area's commercial expansion.

Construction valuation is an indicator of a healthy real estate market for Placer County. Figures 57 and 58 list and chart the historic trend in the valuation of non-residential, residential and total construction in Placer County between 1993 and 2003. As the information demonstrates construction valuation has seen significant increases since the end of the 1990s, reaching the highest point over the past decade in 2002.

FIGURE 57  
HISTORICAL NON-RESIDENTIAL AND  
RESIDENTIAL CONSTRUCTION  
VALUATION IN PLACER COUNTY  
(IN MILLIONS)

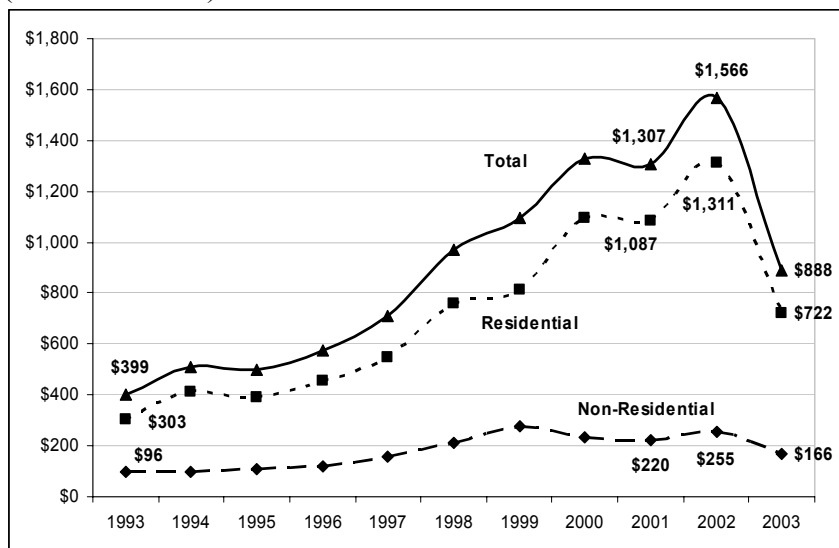
<i>Year</i>	<i>Non-Residential</i>	<i>Residential</i>	<i>Total</i>
1993	\$96	\$303	\$399
1994	\$98	\$410	\$508
1995	\$106	\$391	\$497
1996	\$118	\$458	\$576
1997	\$159	\$550	\$709
1998	\$214	\$757	\$971
1999	\$279	\$815	\$1,094
2000	\$235	\$1,095	\$1,330
2001	\$220	\$1,087	\$1,307
2002	\$255	\$1,311	\$1,566
2003*	\$166	\$722	\$888

Sacramento Regional Research Institute, December 2003

Data Source: RAND California

\*Note: 2003 data is through October.

FIGURE 58  
NON-RESIDENTIAL AND RESIDENTIAL  
CONSTRUCTION VALUATION  
TRENDS IN PLACER COUNTY  
(IN MILLIONS)



Sacramento Regional Research Institute, December 2003

Data Source: RAND California

Note: 2003 data is through October.

## Land Costs and Availability

Placer County has abundant undeveloped land available for commercial and industrial development. Public sector policies are pro-business and promote a planned-growth approach to land use. Equally important, many jurisdictions in Placer County use urban reserve and agricultural zoning designations to land bank acreage for future use or to save as open space. These policies stimulate economic growth while preserving the quality of life in Placer County.

Figure 59 shows that, depending upon location, size, accessibility, and topography, the cost of land in Placer County as of October 2003 ranges from 3.98 per square foot for retail strip centers to \$20.50 for land zoned for office space.

FIGURE 59  
IMPROVED LAND COSTS IN PLACER COUNTY

Land Use	Average Cost per Square Foot	
	2002	2003*
Office	\$5.89-\$45.62	\$4.00-\$20.50
Strip Center	\$15.61	\$3.98-\$9.22
Neighborhood Center (8-12 acres)	-	\$7.00

Sacramento Regional Research Institute, December 2003

Data Source: Colliers International

\*Note: Data is from September 2003.

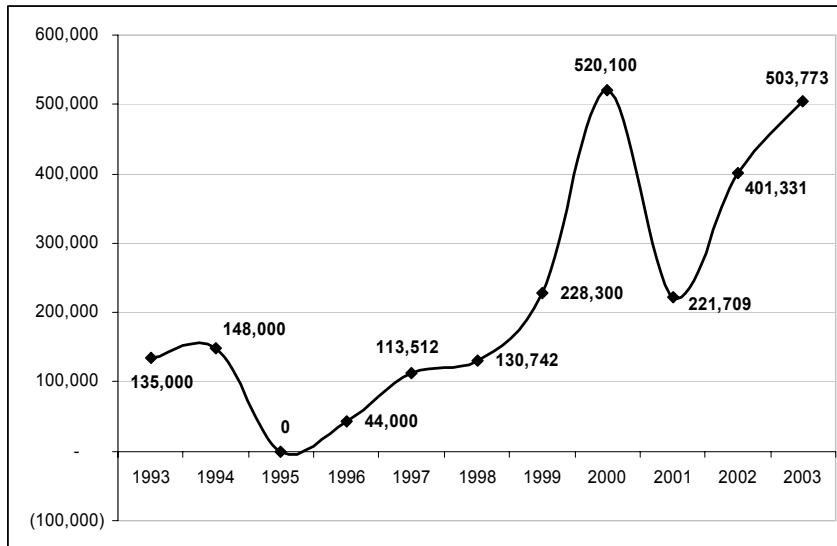
Undeveloped land requires infrastructure to service its intended use. In Placer County, several funding mechanisms are available to finance these improvements. They include, but are not limited to, the formation of an assessment district; Mello-Roos financing; the establishment of a buy-in fee program as property is zoned or developed for urban use; and the use of development impact fees. The details of each infrastructure financing package depend upon the size of the proposed project. As of the first quarter in 2003, the average price for a square foot of commercially zoned land was \$6.32 and the average price for an acre was \$275,146.

The Highway 65 Corridor lies 20 miles east of Sacramento on Interstate 80, only 90 minutes or less from the ski resorts, casinos, and alpine recreation areas of Lake Tahoe and two hours from the Pacific Ocean. Retail opportunities along Highway 65 Corridor include the Galleria Roseville and Creekside development, professional office space (such as space occupied by Agilent Technologies), transportation corridors such as East Roseville parkway, Blue Oaks Boulevard, Pleasant Grove Road, and finally access from Highway 65 to Interstate 80. California businesses considering expansion or relocation to other states can achieve similar benefits along the Highway 65 Corridor and retain access to California's major markets, advanced communications, and proximity to Pacific Rim markets.

## Office Space

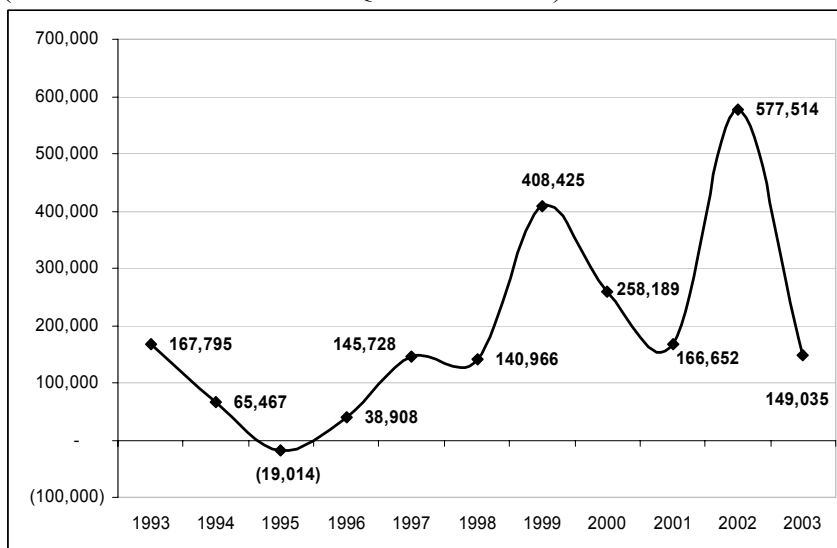
Figures 60 and 61 show the construction and absorption of the office space in Placer County over the past decade. Office space construction was at its highest point in 2000, but data for the first three quarters of 2003 show that office construction activity was close to the levels seen in 2000. Net absorption for the first three quarters of 2003 has been at a lower level than those seen in 2002, and on par with 2001.

**FIGURE 60**  
**OFFICE SPACE CONSTRUCTION IN PLACER COUNTY**  
**(SQUARE FEET)**



Sacramento Regional Research Institute, December 2003  
Data Source: Colliers International  
Note: 2003 includes data for Quarters 1-3.

**FIGURE 61**  
**OFFICE SPACE ABSORPTION IN PLACER COUNTY**  
**(NET ABSORPTION IN SQUARE FEET)**



Sacramento Regional Research Institute, December 2003  
Data Source: Colliers International  
Note: 2003 includes data for Quarters 1-3.

Service-oriented tenants responding to the expanding population in Placer County created the greatest demand for office space. The demand for space is expected to continue to

grow as Placer County becomes a competitor for regional corporate relocations. Because of its proximity to executive housing, as well as affordable housing, good school systems and excellent infrastructure, the Roseville/Rocklin area continues to attract corporate and professional services tenants. With available land, Roseville/Rocklin should continue to expand and develop as a professional and corporate location and experience low vacancy rates.

Figure 62 shows that increases in office lease rates have been modest over the last eight years. The substantial amount of office space added to the market in a relatively short period of time has helped to maintain stable rents.

**FIGURE 62**  
**HISTORICAL OFFICE LEASE RATES IN PLACER COUNTY**  
**(COST PER SQUARE FOOT PER MONTH ON A FULL SERVICE BASIS)**

<i>Structure</i>	<i>1995</i>	<i>1996</i>	<i>1997</i>	<i>1998</i>	<i>1999</i>	<i>2000</i>	<i>2001</i>	<i>2002</i>	<i>2003*</i>
Class A Buildings	\$1.70	\$1.75	\$1.80	\$1.90	\$1.95	\$2.00	\$2.03	\$2.03	\$2.05
Class B Buildings	\$1.45	\$1.50	\$1.60	\$1.70	\$1.75	\$1.80	\$1.80	\$1.80	\$1.80
Class C Buildings	\$1.00	\$1.05	\$1.15	\$1.20	\$1.25	\$1.35	\$1.45	\$1.50	\$1.50
Overall Office Rates	\$1.60	\$1.70	\$1.70	\$1.75	\$1.80	\$1.90	\$1.95	\$1.95	\$1.90

Sacramento Regional Research Institute, December 2003

Data Source: Colliers International

\*Note: 3<sup>rd</sup> Quarter data for 2003.

## Industrial/Warehouse Space

Figure 63 shows the absorption of the industrial space in Placer County between 1993 and 2003. The absorption of the industrial/warehouse space in Placer County peaked in 1994 to over 2.0 million square feet. In 1999, approximately 1.1 million of industrial/warehouse square feet were absorbed. Up to the third quarter, 2003 experienced a higher absorption rate, after the decrease in 2000 and 2001.

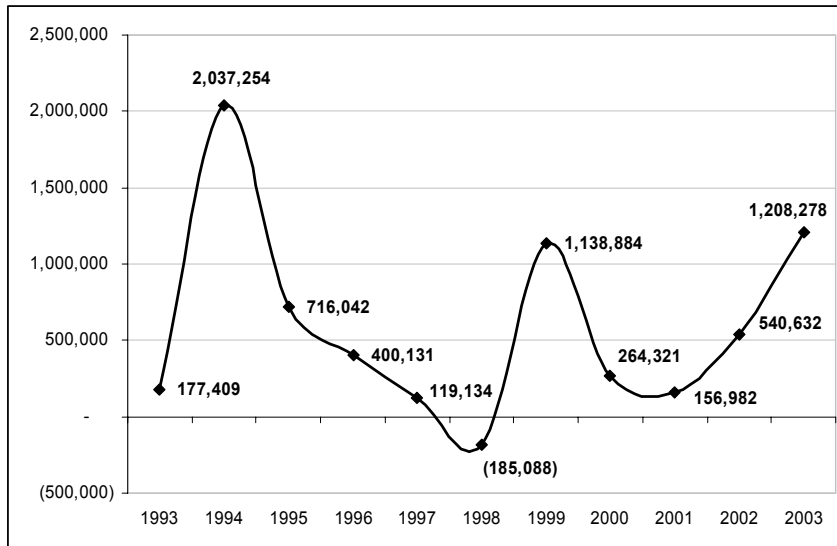
The record growth seen in Placer County since late 1980s is due in part to the construction and occupation of several large distribution and manufacturing facilities. Buildings were constructed for companies such as Albertsons, NEC, Hewlett-Packard, SureWest Communications, and Wesco Manufacturing.

In the third quarter of 2003, warehouse facilities rented for about \$0.36 per square foot on a triple net basis. Research and development space rented for about \$1.07 per square foot. Total industrial vacancy was approximately 15.2 percent.

Several industrial parks have recently moved into Placer County. Figure 53 shows some of the major existing and approved industrial parks (sized over 100,000 square feet) with a brief description of the types of industry and size of the park.



**FIGURE 63**  
**INDUSTRIAL SPACE ABSORPTION IN PLACER COUNTY**  
**(NET ABSORPTION IN SQUARE FEET)**



Sacramento Regional Research Institute, December 2003  
Data Source: Colliers International  
Note: 2003 includes data for Quarters 1-3

**FIGURE 64**  
**MAJOR INDUSTRIAL PARKS IN PLACER COUNTY**

Project Name	Location	Size	Industry/Major Business
		Square Feet	
Parkside Industrial Center	Roseville	374,400	Industrial, business park
Roseville Parkway Industrial Center	Roseville	444,000	U.S. Bancorp
Hewlett Packard	Roseville	769,698	Hewlett Packard
Vineyard Pointe Bus. Park	Roseville	126,347	Industrial, business park, office
Foothills Commerce Center II	Roseville	108,467	Industrial and tech-oriented companies
Pride Industries	Roseville	189,288	Headquarters site
Cemo Business Park	Roseville	149,700	Office, technology, business
Lincoln Air Center	Lincoln	1,919,000	Distribution, warehouse, production
Auburn Industrial Park	Auburn	3,702,600	Manufacturing, distribution, electronics, lighting, printing
Deans Industrial Park	Loomis	191,664	Storage, manufacturing, office
Granite Creek Business Park	Rocklin	200,000	Industrial and commercial
Oracle Campus	Rocklin	450,000	Oracle
Sierra Placer Business Park	Placer County	702,000	Warehousing and manufacturing
Placer Corporate Center	Placer County	4,617,360	Office, light industrial
Atherton Tech Center	Placer County	100,000	Office
Douppnik Manufacturing	Loomis	740,520	Modular construction

Sacramento Regional Research Institute, December 2003  
Data Source: Placer County  
Note: Some of the industrial parks are not completely built out. The size listed reflects the total estimate at build out.

## Retail Space

Figure 65 compares current retail lease rents, vacancy, space inventory, and absorption in two main regions of Placer County—Auburn/Loomis and Roseville/Rocklin.

FIGURE 65  
2003 RETAIL LEASE RATES, VACANCY,  
AND ABSORPTION IN PLACER COUNTY

<i>Area</i>	<i>Lease Rates* Per Square Foot</i>	<i>Total Vacancy Square Feet</i>	<i>Total Inventory Square Feet</i>	<i>Absorption (YTD)** Square Feet</i>
Auburn/Loomis	\$1.72	1,427	1,030,788	8,373
Roseville/Rocklin	\$2.25	158,488	5,100,391	93,156

Sacramento Regional Research Institute, December 2003

Data Source: CB Richard Ellis

\*Note: 2003 includes data for Quarters 1-3

\*\*Note: Retail Lease Rates are for in-line space in Community Centers.

Lease rates can vary based on the location, age, and type of the property.

In August 2000, The Galleria shopping mall opened in Roseville. The shopping center comprises 1.1 million square feet. Adjacent to the Galleria is the Creekside Center with approximately 694,000 square feet of retail and 435,000 square feet of office space.

## Residential—Single Family Housing

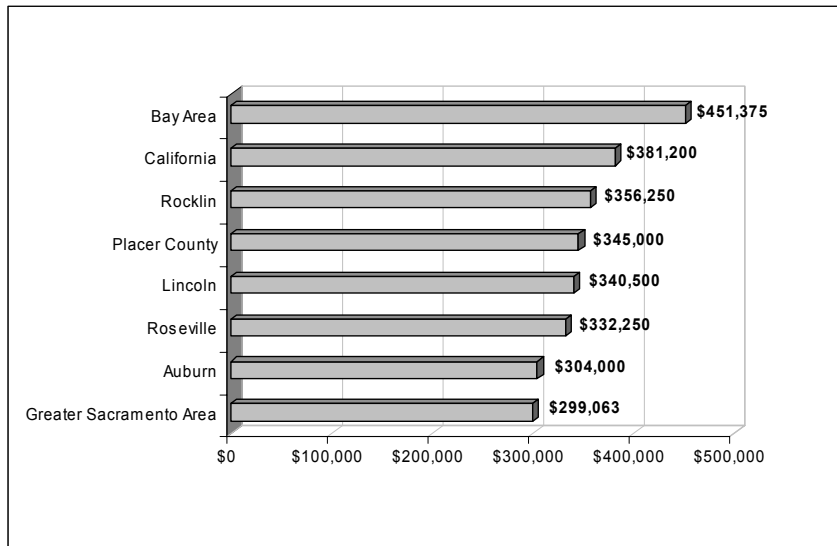
The comparatively low cost of housing in Placer County attracts many new residents to the region. Many Californians migrate to Placer County from the more expensive areas of the state, such as the Bay Area.

Figure 66 shows that the median home sale price in Placer County remains below the median prices seen on an overall basis for the state and the Bay Area.

Figure 67 illustrates the historic trend in median single-family home sale price (new and resale homes) in Placer County for October 2002 and 2003. Placer County experienced approximately 16 percent growth, slightly less than the state and above the Greater Sacramento Area. The growth rates in Placer County and many of the cities are above the Bay Area, but the Bay Area median sale prices remain well above those in the county.

All types of housing are available in Placer County—urban, suburban, and rural. In addition to commonly found housing subdivisions and planned developments, Placer County offers the opportunity to live by rivers, lakes, streams, the foothills and the Sierra Nevada Mountains. It is possible to find homes with significant acreage within an easy commute to major employment centers. For those living in more urbanized areas of the county, parks provide excellent recreation near most neighborhoods and there is easy access to rural areas.

FIGURE 66  
OCTOBER 2003 MEDIAN HOME SALE PRICES



Sacramento Regional Research Institute, December 2003  
 Data Source: California Association of Realtors  
 Note: Data reflects single family unit, new and resale homes.  
 Greater Sacramento Area data does not include Sutter or Yuba Counties.

FIGURE 67  
CHANGE IN MEDIAN HOME SALE PRICES

Area	Median Single Family Home Sales Price		
	October 2002	October 2003	Percent Change
California	\$324,670	\$381,200	17.4%
Bay Area	\$422,667	\$451,375	6.8%
Greater Sacramento Area	\$264,563	\$299,063	13.0%
Placer County	\$297,000	\$345,000	16.2%
Cities in Placer County			
Auburn	\$294,000	\$304,000	3.4%
Lincoln	\$281,500	\$340,500	21.0%
Rocklin	\$292,000	\$356,250	22.0%
Roseville	\$290,000	\$332,250	14.6%

Sacramento Regional Research Institute, December 2003  
 Data Source: California Association of Realtors  
 Note: Data reflects single family unit, new and resale homes.  
 Greater Sacramento Area data does not include Sutter or Yuba Counties.

Figure 68 illustrates the average number of transaction for single family homes in 2001 and 2002. The increase in transactions within Placer County between 2001 and 2002 exceeded that of the Greater Sacramento Area, the Bay Area, and California. The City of

Lincoln saw the highest transaction growth rate between 2001 and 2002 with an increase in of 65 percent, reflecting some of the population trends that the city has experienced.

FIGURE 68  
AVERAGE SINGLE FAMILY  
HOME TRANSACTIONS

<i>Area</i>	<i>2001</i>	<i>2002</i>	<i>Percent Change</i>
California	21,333	23,702	11.1%
Bay Area	4,135	5,198	25.7%
Greater Sacramento Area	2,302	2,551	10.8%
Placer County	333	422	26.7%
Cities in Placer County			
Auburn	42	44	4.8%
Colfax	9	12	33.3%
Lincoln	20	33	65.0%
Loomis	12	16	33.3%
Rocklin	60	76	26.7%
Roseville	122	156	27.9%

Sacramento Regional Research Institute, December 2003

Data Source: RAND California

Note: Greater Sacramento Area does not include Sutter and Yuba Counties.



## **TRANSPORTATION**

*Sacramento Regional Research Institute*

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## Transportation

Interstate freeways, transcontinental railways, a deep-water shipping channel and two major airports give Placer County easy access to many major markets. Four major highways allow one-day freight delivery throughout California and parts of the West Coast, making Placer County an excellent location for warehouse and distribution facilities. Similarly, the Port of Sacramento provides access for deep-draft ships. The Greater Sacramento Area transportation advantages benefit the local economy and enhance Placer County's ability to reach and serve markets in the United States and abroad.

This section covers highways, airports, the Port of Sacramento, railroads, trucking and public transit.

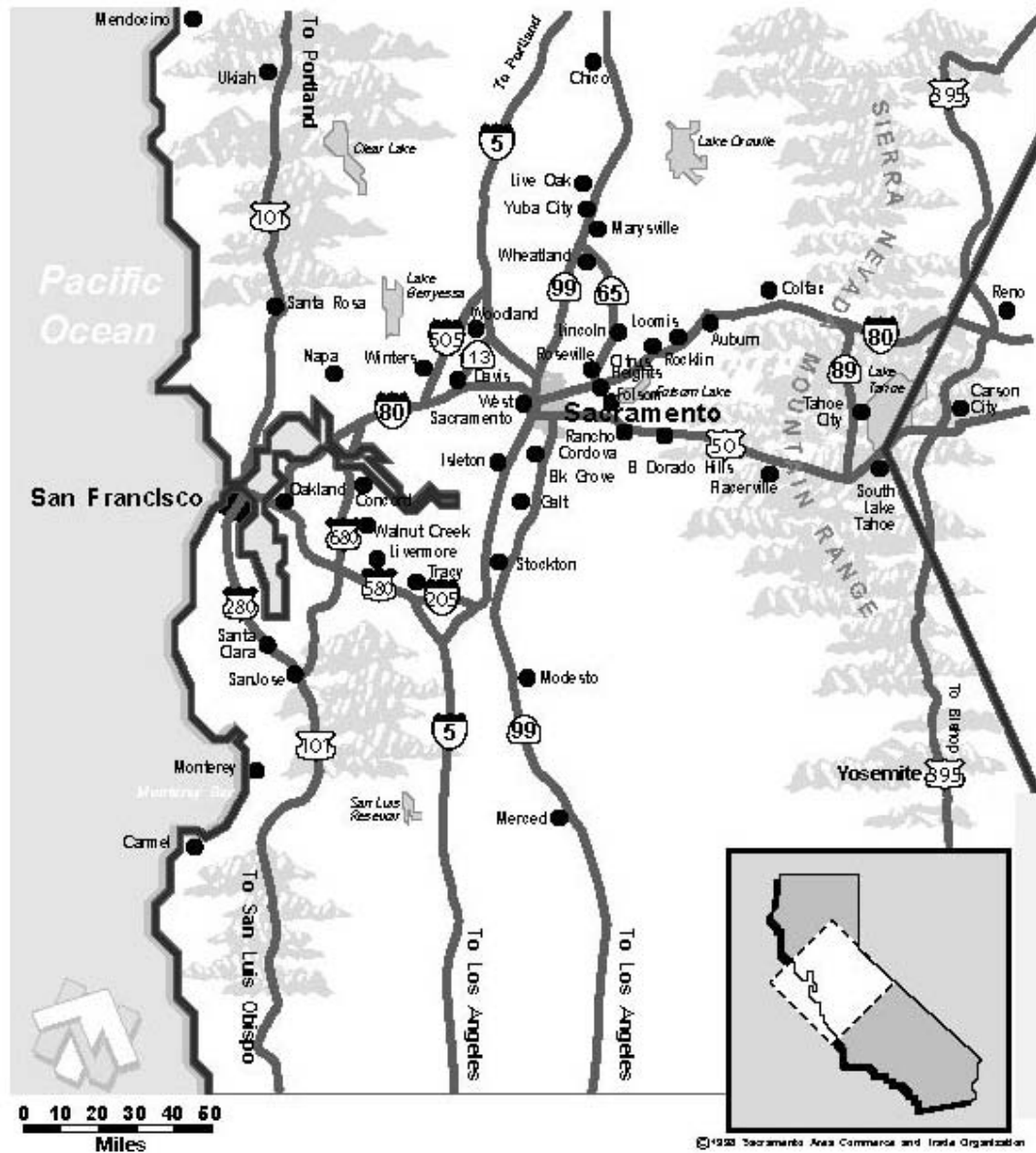
### Highways

Access via Interstate 80 and more than 820 miles of connecting highways permits rapid commutes to surrounding regions, placing cities such as San Francisco, Reno, Nevada and Salt Lake City within one day's travel from Placer County. Highway 65 provides access from Interstate 80 north to Lincoln and Marysville. Interstate 5 links Placer County with Oregon and Washington in the north, and Los Angeles, Orange and San Diego Counties in the south. Highway 99 travels north and south through the agricultural regions of the San Joaquin and Sacramento Valleys and nearby Highway 50 provides a direct connection to South Lake Tahoe and convenient access to all connecting freeways in the Greater Sacramento Area.

Figure 69 provides a view of the major transportation infrastructure in the Greater Sacramento Area and beyond.

## TRANSPORTATION

FIGURE 69  
TRANSPORTATION MAP



Sacramento Regional Research Institute, December 2003

Source: Sacramento Area Commerce and Trade Organization, Sacramento Regional Map

## TRANSPORTATION

### Airports

Three large airports serve the residents and businesses of Placer County: Sacramento International Airport, Reno/Tahoe International Airport, and Mather Airport. Figure 70 shows the traffic for each of these airports.

**FIGURE 70**  
**AIRPORT TRAFFIC**

<i>Airport</i>	<i>1997</i>	<i>1998</i>	<i>1999</i>	<i>2000</i>	<i>2001</i>	<i>2002</i>	<i>2003**</i>
Sacramento Int'l Airport							
Passengers	6,967,280	7,201,378	7,554,892	7,923,999	8,012,581	8,510,924	5,910,628
Aircraft Operations	167,604	151,205	155,528	149,969	151,642	158,202	107,210
Air Freight (pounds)	132,500,105	123,061,569	102,131,390	101,676,554	105,129,404	133,134,658	88,397,098
Air Mail (pounds)	35,491,547	33,984,210	31,588,376	33,868,325	27,608,806	22,636,689	14,763,434
Mather Airport							
Air Freight (pounds)	78,935,309	121,643,622	156,559,629	148,742,644	129,297,510	123,610,668	74,173,471
Air Mail (pounds)	0	0	56,854,375	219,705,701	111,775,225	-	-
Reno/Tahoe Int'l Airport							
Passengers	6,865,965	6,663,125	6,104,086	5,626,034	4,932,648	4,510,992	379,620
Aircraft Operations	162,381	153,473	152,103	149,873	139,660	145,036	118,177
Air Freight (pounds)*	88,121,282	96,049,800	104,003,193	111,681,574	100,523,174	106,377,207	84,605,971

Sacramento Regional Research Institute, December 2003

Data Source: Sacramento Department of Airports, Airport Properties & Business Development, *Operations Reports*

Reno/Tahoe International Airport, Marketing Department

\*Note: Includes Air Mail

\*\*Note: Sacramento International YTD August, Mather Airport & Reno/Tahoe International YTD October

The newly remodeled Sacramento International Airport added 12 gates, doubling the terminal space. Sacramento International Airport is located 12 miles north of downtown Sacramento and 29 miles from Rocklin. The airport is served by thirteen airline carriers: Alaska, Aloha, America West, American, Continental, Delta, Frontier, Hawaiian, Horizon, Mexicana, Northwest, Southwest, and United. They provide travelers with nonstop or convenient connecting service to over 150 cities across the country and around the world. Commuter carrier United Express offers extensive service to smaller communities throughout California. In 2002, over 8.5 million travelers used Sacramento International Airport. During that period, over 133 million pounds of air freight and close to 23 million pounds of air mail were processed through the airport. Figure 71 shows many of the outgoing flights from Sacramento International Airport.



# TRANSPORTATION

**FIGURE 71**  
**SACRAMENTO INTERNATIONAL AIRPORT FLIGHTS**

Outgoing Flights/Week			Outgoing Flights/Week		
Destination	Nonstop	One Stop or Connection	Destination	Nonstop	One Stop or Connection
Acapulco, Mexico	0	1	London, England (Heathrow)	0	21
Albany, NY	0	14	Los Angeles, CA	101	0
Albuquerque, NM	0	73	Louisville, KY	0	40
Amsterdam, Netherlands	0	28	Madison, WI	0	14
Anchorage, AK	0	41	Manchester, NH	0	21
Atlanta, GA	14	94	Maui, HI	0	7
Austin, TX	0	68	Mazatlan, Mexico	0	6
Bakersfield, CA	0	7	Memphis, TN	0	15
Baltimore, MD	0	115	Mexico City, Mexico	0	54
Belize City, Belize	0	4	Miami, FL	0	60
Billings, MT	0	2	Milwaukee, WI	0	23
Birmingham, AL	0	14	Minneapolis/ St. Paul, MN	21	48
Boise, ID	13	21	Monterey, CA	0	27
Boston, MA	0	106	Monterrey, Mexico	0	26
Bozeman, MT	0	1	Montreal, QU, Canada	0	7
Buffalo, NY	0	28	Nashville, TN	0	29
Burbank, CA	73	0	New Orleans, LA	0	53
Calgary, AL, Canada	0	1	New York, NY (Kennedy)	0	48
Cancun, Mexico	0	30	New York, NY (La Guardia)	0	115
Caracas, Venezuela	0	7	New York, NY (Newark)	0	138
Charlotte, NC	0	62	Norfolk, VA	0	27
Chicago (Midway)	0	49	Oklahoma City, OK	0	54
Chicago (O'Hare)	35	35	Omaha, NE	0	68
Cincinnati, OH	0	41	Ontario, CA	76	0
Cleveland, OH	0	61	Orange County, CA	48	0
Colorado Springs, CO	0	22	Orlando, FL	0	90
Columbus, OH	0	84	Palm Springs, CA	0	21
Corpus Christi, TX	0	6	Paris, France (De Gaulle)	0	12
Cozumel, Mexico	0	1	Pensacola, FL	0	6
Crescent City, CA	0	12	Philadelphia, PA	0	83
Dallas/ Ft. Worth, TX	34	42	Phoenix, AZ	81	27
Dayton, OH	0	35	Pittsburg, PA	0	55
Denver, CO	47	23	Portland, OR	74	0
Des Moines, IA	0	21	Providence, RI	0	42
Detroit, MI	0	83	Puerto Vallarta, Mexico	0	8
El Paso, TX	0	17	Raleigh/ Durham, NC	0	71
Eureka/ Arcata, CA	12	0	Richmond, VA	0	33
Fort Myers, FL	0	8	Rochester, NY	0	14
Frankfurt, Germany	0	21	Saginaw, MI	0	7
Fresno, CA	0	27	Salt Lake City, UT	32	0
Ft. Lauderdale, FL	0	20	San Antonio, TX	0	68
Grand Rapids, MI	0	28	San Diego, CA	85	0
Great Falls, MT	0	1	San Francisco, CA	55	0
Green Bay, WI	0	7	San Jose Cabo, Mexico	0	8
Greensboro, NC	0	7	San Juan, Puerto Rico	0	13
Guadalajara, Mexico	6	7	San Luis Obispo, CA	0	14
Harrisburg, PA	0	6	Santa Barbara, CA	0	27
Hartford, CT	0	40	Seattle, WA	69	0
Honolulu, HI	7	0	Spokane, WA	0	47
Houston, TX (Hobby)	0	17	St. Louis, MO	13	52
Houston, TX (Intercontinental)	14	44	Tampa, FL	0	80
Indianapolis, IN	0	75	Toronto, Canada	0	28
Jacksonville, FL	0	12	Tucson, AZ	0	37
Kansas City, MO	7	76	Tulsa, OK	0	24
Ketchikan, AK	0	7	Washington DC (Dulles)	0	94
Las Vegas, NV	60	13	Washington DC (National)	0	92
Lexington, KY	0	7	West Palm Beach, FL	0	17
London, England (Gatwick)	0	34	Wichita, KS	0	28

Sacramento Regional Research Institute, December 2003

Data Source: Sacramento International Airport Flight Schedule, September 2003

Note: For the most current flight information and additional flights go to

[http://www.innovata\\_llc.com/smf/htmapsmf/asp?arrivecity](http://www.innovata_llc.com/smf/htmapsmf/asp?arrivecity)

The Reno/Tahoe International Airport, located in Reno, Nevada, provides the services of 10 major airlines and non-stop service to more than 50 North American markets. In 2002, the Airport served over 4.5 million passengers. Recent improvements include parallel 9,000 foot and 11,000 foot concrete runways, an improved baggage claim area, and a 2,400 space parking structure. The largest regularly scheduled aircraft is the Boeing 757. The Airport, however, can accommodate aircraft as large as a Boeing 747.

Mather Airport began operations in May 1995 as an air cargo and general aviation facility. Mather includes two parallel runways, one of which is 11,300 feet long and capable of handling the largest, fully loaded aircraft. The majority of air cargo companies have shifted their operations from Sacramento International Airport to Mather Airport, a facility that can meet their requirements more efficiently.

The Lincoln Regional Airport is a publicly-owned airport situated on 775 acres, 35 miles north of Sacramento International Airport. This airport is a regional center for general and corporate aviation, with an industrial and business park expanding on and around the facility. The airport has a single asphalt runway capable of landing most corporate jet aircraft. Facilities include 260 tie-downs, 46 portable hangars, 70 T-hangars, nine corporate hangars, and conventional hangar space for 26 aircraft. An Instrument Landing System also makes Lincoln Airport more accessible during inclement weather to the 200 aircraft and corporate jets ported at Lincoln.

The Truckee Tahoe Airport is located midway between the historic town of Truckee and the beautiful north shores of Lake Tahoe. A full range of airport services are available for corporate and private aircraft. The centralized location of the Truckee Tahoe Airport provides excellent access to skiing, boating, tennis, golf, swimming, and lodgings nestled in the majestic mountains and green valleys of the Sierra. Two paved runways, one 4,650 feet and the other 100 feet by 7,000 feet, complete runway lighting, 210 paved tie-downs, and 24-hour aircraft fueling are available.

The 210-acre Auburn Municipal Airport site is located within the city limits of Auburn. The paved runway is 3,700 feet long and 75 feet wide with one 30-foot wide parallel paved taxiway. A 40 by 40 foot public helipad is available and adjacent to a helipad that served the California Highway Patrol throughout most of 2003. The Auburn Municipal Airport provides automatic runway lights, 176 tie-downs and aviation fuel.

## Port of Sacramento

In the Port of Sacramento's 2003 fiscal year, 878,000 short tons were handled. Figure 72 shows the historical tonnage for the Port of Sacramento.

FIGURE 72  
PORT OF SACRAMENTO  
HISTORICAL TONNAGE  
(IN THOUSANDS)

<i>Fiscal Year</i>	<i>Tonnage (Short Tons)</i>	<i>Percent Change</i>
1992	1,224	
1993	1,126	-8%
1994	1,368	22%
1995	1,009	-26%
1996	1,154	14%
1997	1,091	-5%
1998	1,033	-5%
1999	872	-16%
2000	833	-4%
2001	922	11%
2002	748	-19%
2003	878	17%

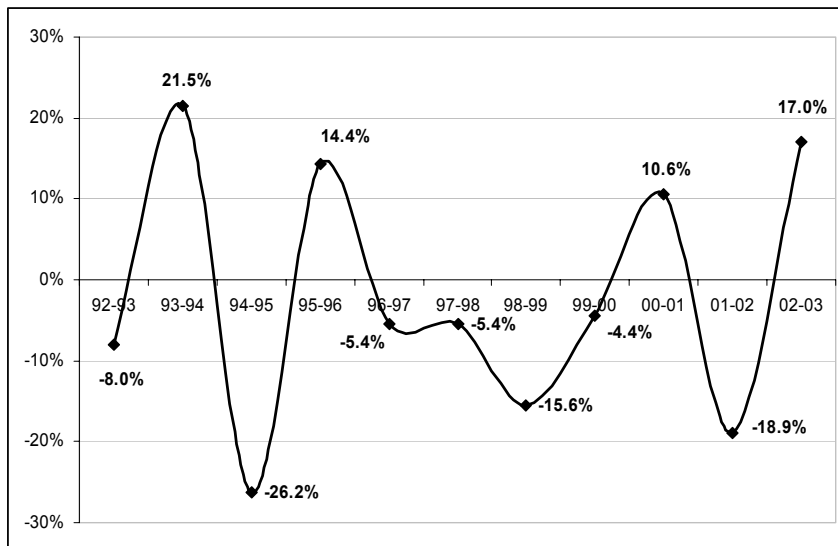
Sacramento Regional Research Institute, December 2003  
Data Source: Port of Sacramento

The Port of Sacramento is an operating port that offers a complete line of services to both shippers and receivers of cargo. A variety of bulk and break-bulk cargos move through the port's five berths. Major commodities are wood chips, rice, wheat, fertilizers, cement lumber, and animal feeds. Its location near Interstates 80 and 5 give trucks easy access. Major transcontinental railways also serve the Port, operating on the Port's own track system and 200-car marshalling yard.

Located 79 nautical miles northeast of the San Francisco Bay, the inland Port of Sacramento provides environmental protection, enabling it to handle many sensitive cargoes. Ship loaders, warehouses, and enclosed conveyor systems are equipped with dust collection equipment. A total of 309,960 square feet of covered storage is available for break-bulk cargo and general storage. The Port also has outside bulk paved storage for 650,000 tons. Inside, covered bulk storage areas provide space for almost 200,000 tons. In addition, the Port has approximately 3,000 acres of land on either side of the 47-mile long ship channel. Some of this land is suitable for development.

The annual shipping volume is highly volatile, as seen in Figure 73. The volatility is due to the sensitivity of the port operation to local, state, national and international economic events.

**FIGURE 73**  
**PORT OF SACRAMENTO TONNAGE GROWTH RATES**



Sacramento Regional Research Institute, December 2003

Data Source: Port of Sacramento

## Railroads

Placer County is on the main east-west Union Pacific Railway lines. For over 80 years, a major switching yard has operated in Roseville. Union Pacific's 600-acre Roseville site is the largest rail yard on the west coast providing transcontinental "piggyback" services. The yard has handled an increasing volume of freight every year since it was designed as a piggyback hub in 1983. In addition, siding and tie-ins are provided at company facilities, affording direct access to railcars.

As a result of the 1996 merger of the Union Pacific with the Southern Pacific, Placer County has access to Burlington Northern Santa Fe Railway, giving the County service by both major Western railroads. Union Pacific's major freight classification facility for Northern California, Nevada and Oregon continues to remain in Roseville.

Amtrak provides daily passenger service from Placer County to locations in and out of California. In addition, an Amtrak train that travels the length of the Central Valley is linked by bus to Stockton, 50 miles to the south. The Capitol Corridor system provides high speed commuter rail service from Roseville to San Jose. The Capitol Corridor system is currently planning to expand the number of high speed trains serving Roseville to as many as ten during the next ten years.

## **Trucking**

The valley's reputation as a leading agricultural center is supported by a trucking service that moves the majority of produce from the fields to processing plants, and market destinations throughout the United States. The trucking industry also supports the Greater Sacramento Area's manufacturing base by transporting goods produced by industries in the region. Trucks serve other businesses that send and receive daily shipments, making it clear that trucking is a major component in the network of transportation services available to Placer County.

## **Public Transit**

Greyhound Bus Lines provides passenger and small freight services in Placer County. Roseville Dial-A-Ride (RADAR) offers local bus service to Roseville residences while Placer County transit supplies bus service to the South Placer area. The Roseville Commuter Service operates an express commuter bus service between Roseville and Sacramento.

The cities of Auburn and Lincoln operate local bus service within their respective communities. The Consolidated Transportation Services Agency (CTSA) runs specialized transit services for elderly and disabled persons in Placer County.

The Tahoe Area Regional Transit (TART) operates along 30 miles of Lake Tahoe shoreline and includes a shuttle between Tahoe City and Truckee via Highway 89, several times daily. TART bus service is operated by the County of Placer Department of Public Works and funded on the Nevada side by the Regional Transportation Commission of Washoe County. On the Truckee side, the service is partially funded by the Town of Truckee.

Figure 74 illustrates the annual ridership for the TART bus service. The ridership has had some fluctuations over the past ten years, however it has remained fairly constant for many years and began to show increases in 2000. The largest growth in ridership was seen between 1999 and 2002 with 13 percent growth in riders.

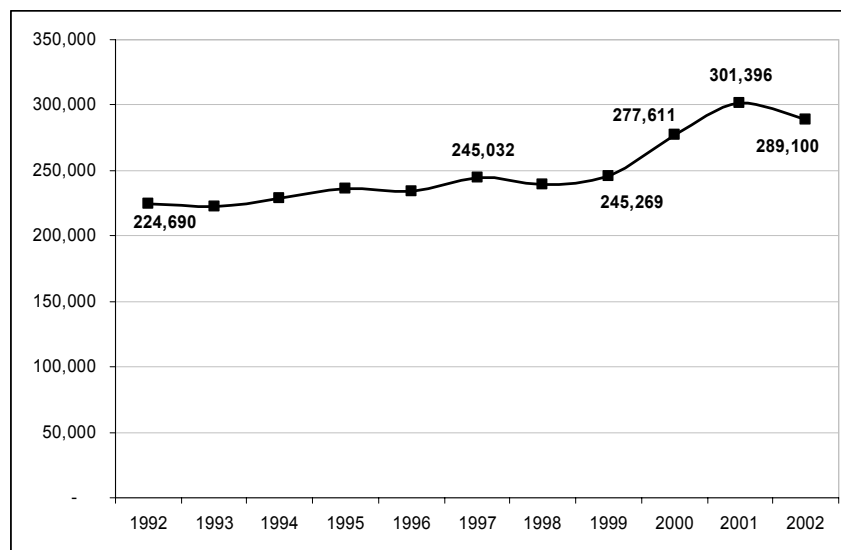
**FIGURE 74**  
**TART ANNUAL RIDERSHIP**

<i>Fiscal Year</i>	<i>Ridership</i>	<i>Percent Change</i>
1992	224,690	
1993	222,080	-1.2%
1994	229,077	3.2%
1995	235,850	3.0%
1996	233,692	-0.9%
1997	245,032	4.9%
1998	239,563	-2.2%
1999	245,269	2.4%
2000	277,611	13.2%
2001	301,396	8.6%
2002	289,100	-4.1%

Sacramento Regional Research Institute, December 2003  
Data Source: Tahoe Area Regional Transit

Figure 75 provides a graphical depiction of the TART ridership since 1992. The graph demonstrates the fairly stable ridership over the past ten years. In 2001, the ridership was at its highest point at about 30,000 people, and has seen a slight decline after that point.

**FIGURE 75**  
**TART RIDERSHIP TREND**



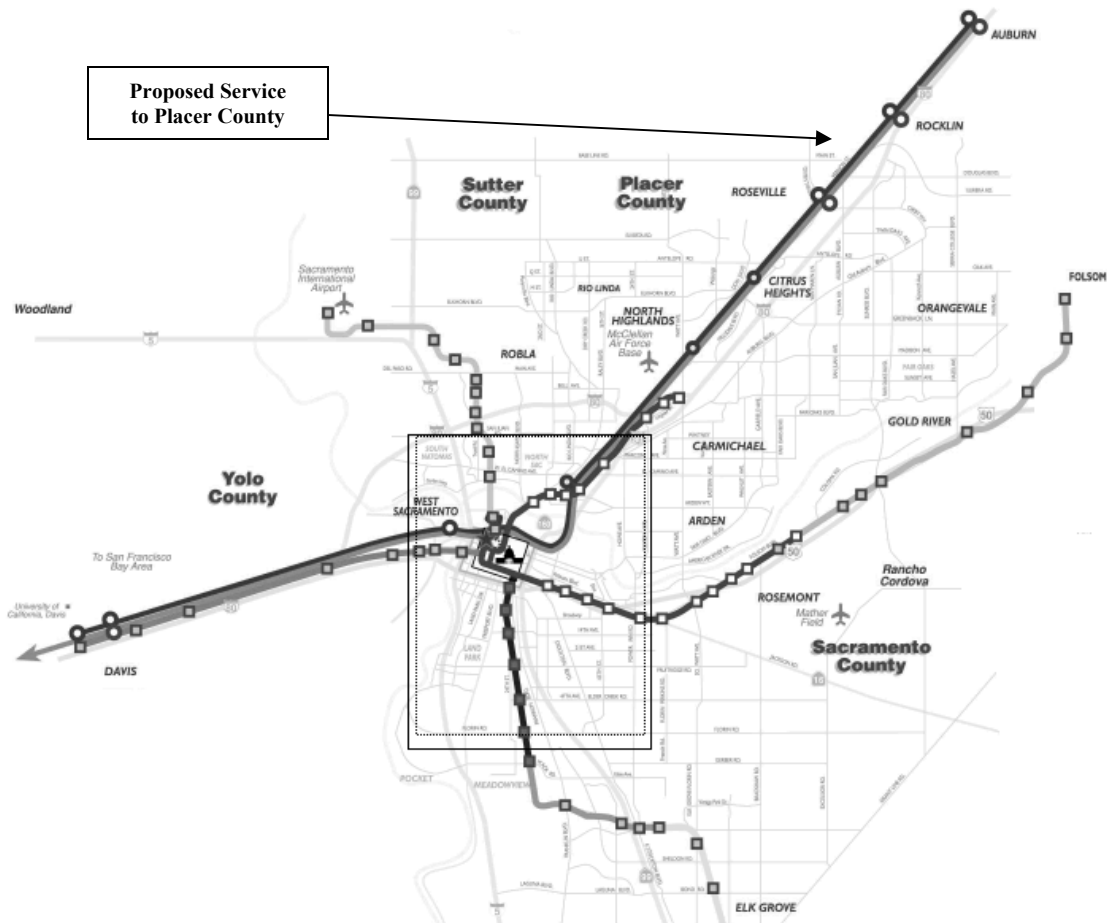
Sacramento Regional Research Institute, December 2003  
Data Source: Tahoe Area Regional Transit

Figure 76 graphically shows the Sacramento Regional Transit District's ten-year expansion proposal. The planned South Sacramento Line will connect downtown Sacramento with Elk Grove. The first phase of this line was completed in September of

## TRANSPORTATION

2003. Phase two of the South Sacramento Line is scheduled to be completed between 2004 and 2007. Additionally, Regional Transit is adding an extension from downtown Folsom to the downtown Sacramento Amtrak station. As shown in the map, there are also plans to extend the rail service to Roseville, Rocklin, and Auburn.

FIGURE 76  
SACRAMENTO REGIONAL TRANSIT DISTRICT  
TEN-YEAR SYSTEM EXPANSION PROPOSAL MAP



Sacramento Regional Research Institute, December 2003  
Source: Sacramento Regional Transit District



## **RESOURCES AND UTILITIES**

*Sacramento Regional Research Institute*

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## **Resources and Utilities**

This section provides a description of utility distribution companies, natural gas, water, and hazardous and waste water.

### **Utility Distribution Companies**

Electricity in the region is provided by the City of Roseville, Pacific Gas and Electric Company (PG&E) and Sierra Pacific Power Company. Hydroelectric stations generate a considerable quantity of the electricity in the region.

Pacific Gas and Electric Company (PG&E) is a subsidiary of PG&E Corporation and maintains its headquarters in San Francisco. PG&E provides natural gas and electric service to approximately 13 million people, or nearly one in every twenty Americans in its 70,000 square mile Northern and Central California service area. PG&E has a number of locally based economic development representatives to provide comprehensive services for new and expanding businesses facilities. PG&E economic development representatives partner with the local economic development corporations in its service territory to provide these services. Its representatives can discuss the energy efficiency program options available to help building owners and designers to make a new or retrofitted facility as energy efficient as possible.

Roseville Electric is a not-for-profit electric utility owned by the City of Roseville and regulated by the City Council. Roseville Electric has some of the lowest energy prices in the state, and provides the highest power reliability in Northern California. For over 90 years, Roseville Electric has assisted its customers in designing and constructing electric facilities, launching new businesses, and implementing energy efficiency projects.

Sierra Pacific Power Company is an investor-owned public utility company engaged primarily in the generation, purchase, transmission, distribution, and sale of electric energy. The company supplies power to approximately 308,000 customers residing in an area of 50,000 square miles in western, central, and northeastern parts of Nevada, and a portion of eastern California in Alpine, Placer, Nevada, Sierra and Plumas Counties. In mid-1996, Sierra Pacific Power Company completed development of the Pinon Pine Power Project, a state-of-the-art "clean coal technology" generator providing power to 60,000 homes.

## Natural Gas

Natural gas is available for commercial and residential uses in Placer County through PG&E. All large PG&E gas customers can now purchase their gas from the supplier of their choice and pay PG&E only for the gas transportation services they actually use. Other gas purchasing options for smaller customers assure that all PG&E customers have access to reliable, competitively priced sources of natural gas. Southwest Gas provides natural gas services in the North Lake Tahoe area. Rates for commercial/industrial users appear in Figure 77.

**FIGURE 77**  
**COMMERCIAL/INDUSTRIAL NATURAL GAS RATES**

<i>Commercial/Industrial User Class</i>	<i>Summer Per Therm Charge (1)</i>		<i>Winter Per Therm Charge (2)</i>	
	<i>1st 4K Therms</i>	<i>Excess</i>	<i>1st 4K Therms</i>	<i>Excess</i>
Up to 20,800 Therms/Month (3)	\$0.81289	\$0.72119	\$0.87591	\$0.76210
Above 20,800 Therms/Month (4)	\$0.79457	\$0.70287	\$0.85759	\$0.74378

Sacramento Regional Research Institute, December 2003

Data Source: Pacific Gas and Electric Company, Schedules G-NR1 & G-NR2. Rates effective January 1, 2002.

Notes: The rates listed above include gas procurement and transportation charge. The gas procurement charges change monthly.

(1) April 1 through October 31.

(2) November 1 through March 31.

(3) Customer charge is an additional \$0.34346 - \$0.44437/day.

(4) Customer charge is an additional \$4.95518/day

## Water

The Placer County Water Agency (PCWA) is a major provider of water to Placer County customers. PCWA is a public non-profit agency established in 1957 by a special Act of the California Legislature.

Two specialized water resource service divisions are managed by PCWA. The Power Division, headquartered in Foresthill, operates the Middle Fork Project. The main features of this project are large reservoirs and five diversion dams, five hydroelectric power plants, diversion and water transmission facilities and five tunnels. This division controls the waters of the American and Rubicon Rivers and other tributaries for irrigation, domestic and commercial purposes as well as for the generation of electric energy.

The Water Division, headquartered in Auburn, operates nine water treatment plants, eleven reservoirs, five dams, 22 storage tanks, three wells and a 385-mile network of pipelines and canals. This system provides water for commercial, domestic, irrigation, and other agricultural uses.

The main sources of water for the PCWA are the Yuba and Bear Rivers. This supply comes from Lake Spaulding and is purchased from the Pacific Gas and Electric Company. The American River provides a second source from appropriated water rights

## RESOURCES AND UTILITIES

developed through construction of the Middle Fork Project. The United States Bureau of Reclamation Central Valley Project (CVP) provides a third source of water to the Agency. Area wells serve as the fourth water source for PCWA.

The City of Roseville's Water Treatment Plant (WTP) recently underwent a 12 million gallon per day expansion resulting in a total water treatment capacity of 60 million gallons per day. This plant expansion is the next step in meeting the needs of a growing population. Two more plant expansions are anticipated which would bring the total treatment capacity to 100 million gallons per day.

Additionally, several private and other mutual water companies serve parts of Placer County. A listing of some of these agencies is provided in the Directory.

Figure 78 shows the water usage cost comparison of different areas in Placer County and the Greater Sacramento Area.

**FIGURE 78**  
**COMMERCIAL/INDUSTRIAL WATER USAGE COSTS**  
**FOR SELECTED AREAS**

<i>Area</i>	<i>Monthly Cost 30,000 cu. ft./2" Meter</i>		
	<i>Basic Svc. Charge</i>	<i>Water</i>	<i>Total Cost</i>
<b>Rocklin</b>	<b>\$55</b>	<b>\$252</b>	<b>\$307</b>
Woodland	\$7	\$288	\$295
Yuba City	\$83	\$182	\$265
Marysville	\$58	\$189	\$247
El Dorado Hills	\$12	\$212	\$225
Folsom	\$40	\$162	\$202
Sacramento	\$10	\$178	\$188
<b>Roseville</b>	<b>\$51</b>	<b>\$132</b>	<b>\$183</b>

Sacramento Regional Research Institute, December 2003

Data Source: El Dorado Irrigation District

City of Folsom Finance Department

Placer County Water Agency

City of Roseville Environmental Utilities Department

City of Sacramento Public Works; Utilities Department

City of Woodland Finance Department

City of Yuba City Public Works Department

California Water Service for Yuba County

Note: Monthly costs as of October 2003.

## **Solid Waste and Waste Water**

Solid waste collection for the unincorporated areas of Placer County is divided into six separate franchise areas. The Eastern Regional Landfill is the disposal site for solid waste collected from the three franchise areas located in eastern Placer County, the Town of Truckee, the City of Colfax, and portions of El Dorado and Nevada Counties. The landfill ceased burying solid waste in 1994. A materials recovery facility (MRF) and transfer station are currently in operation on the site. Recyclable material is diverted from the waste stream at the MRF. Non-recyclable waste is transported to the Lockwood Landfill near Reno, Nevada.

Three franchise areas in western Placer County, the cities of Roseville, Auburn, Loomis, Lincoln, and Rocklin are serviced by the Western Regional Sanitary Landfill and the Western Placer Materials Recovery Facility (WPMRF). The landfill, owned by the Western Placer Waste Management Authority, began operation in 1979. The WPMRF began operation in late 1995. This landfill is located between Lincoln and Roseville. The cities of Auburn and Colfax and the Town of Loomis purchased the services of this solid waste facility. This landfill is scheduled to close in 2025. Adjacent to the existing location a 400-acre expansion area was set aside, but the environmental document for the proposed expansion is currently being challenged in court.

The Dry Creek Wastewater Treatment Plant (WWTP), owned and operated by the City of Roseville, serves the southwest corner of Placer County. The Dry Creek facility has a capacity rating of 18 million gallons per day. A second plant is under construction on Pleasant Grove Creek. The Pleasant Grove facility will be rated at 12 million gallons per day and is expected to be completed and operational by spring of 2004. The total treatment capacity resulting from both facilities is 30 million gallons per day.

The Tahoe-Truckee Sanitation Agency was formed on May 1, 1972, to carry out the mandate of the Porter Cologne Water Quality Control Act to export all sewage out of the Tahoe Basin and to replace existing treatment facilities in the five member entities. These entities include the Tahoe City Public Utility District, the North Tahoe Public Utility District, the Squaw Valley County Water District, the Alpine Springs County Water District, and the Truckee Sanitary District. The Agency constructed a regional system that transports all sewage from the member districts to a regional plant. Transporting wastewater out of the Tahoe Basin is designed to protect potable water sources and to preserve the purity of Lake Tahoe.

The effluent is retained in the Truckee River Basin, so that the quantity of water available to users downstream would not be diminished by the project. The project required construction of an interceptor line from Tahoe City to the Martis Valley, construction of a 4.83 MGD regional sewage treatment plant, and installation of an underground disposal system that allows the effluent to percolate into the permeable glacial outwash soil near the plant site. Tertiary treatment is necessary to protect the quality of the Truckee River.



## **DIRECTORY**

*Sacramento Regional Research Institute*

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## Directory

### Placer County

Board of Supervisors  
175 Fulweiler Avenue  
Auburn, CA 95603  
(530) 889-4010  
[www.placer.ca.gov/bos/bos.htm](http://www.placer.ca.gov/bos/bos.htm)

County Executive Office  
175 Fulweiler Avenue  
Auburn, CA 95603  
(530) 889-4030  
[www.placer.ca.gov/exec/exec.htm](http://www.placer.ca.gov/exec/exec.htm)

Office of Economic Development  
175 Fulweiler Avenue  
Auburn, CA 95603  
(530) 889-4016  
[www.placer.ca.gov/business/business.htm](http://www.placer.ca.gov/business/business.htm)

Planning Department  
11414 B Avenue  
Dewitt Center  
Auburn, CA 95603  
(530) 886-3000  
[www.placer.ca.gov/planning/planning.htm](http://www.placer.ca.gov/planning/planning.htm)

Department of Public Works  
11444 B Avenue  
Dewitt Center  
Auburn, CA 95603  
(530) 889-7500  
[www.placer.ca.gov/works/works.htm](http://www.placer.ca.gov/works/works.htm)

Sheriff's Department  
P.O. Box 6990  
Auburn, CA 95604  
(530) 889-7800  
[www.placer.ca.gov/sheriff/](http://www.placer.ca.gov/sheriff/)

Placer County Administration Center  
2986 Richardson Drive  
Auburn, CA 95603  
(530) 889-4275  
[www.placer.ca.gov/admin/admin.htm](http://www.placer.ca.gov/admin/admin.htm)

Placer County Sheriff – Tahoe Substation  
2501 North Lake Boulevard  
Tahoe City, CA 96145  
(530) 581-6300  
[www.placer.ca.gov/sheriff/stations/tahoesub.htm](http://www.placer.ca.gov/sheriff/stations/tahoesub.htm)

## **City of Auburn**

City Manager  
1225 Lincoln Way, Room 9  
Auburn, CA 95603  
(530) 823-4211 ext. 191  
[www.auburn.ca.gov](http://www.auburn.ca.gov)

Community Development Department  
1225 Lincoln Way, Room 3  
Auburn, CA 95603  
(530) 823-4211 ext. 3  
[www.auburn.ca.gov](http://www.auburn.ca.gov)

Fire Department  
1225 Lincoln Way, Room 7  
Auburn, CA 95603  
(530) 823-4211 ext. 2  
[www.auburn.ca.gov](http://www.auburn.ca.gov)

Police Department  
1215 Lincoln Way  
Auburn, CA 95603  
(530) 823-4211 ext. 1  
[www.auburn.ca.gov](http://www.auburn.ca.gov)

Public Works Department  
1225 Lincoln Way, Room 3  
Auburn, CA 95603  
(530) 823-4211 ext. 3  
[www.auburn.ca.gov](http://www.auburn.ca.gov)

## **City of Colfax**

City Hall  
P.O. Box 702 (Mailing)  
33 South Main Street  
Colfax, CA 95713  
(530) 346-2313  
[www.ci.colfax.ca.us](http://www.ci.colfax.ca.us)

Fire Department  
33 South Main Street  
Colfax, CA 95713  
(530) 346-6776

Public Works Department Corporation Yard  
P.O. Box 702 (Mailing)  
250 Rising Sun Road  
Colfax, CA 95713  
(530) 346-8640

## **City of Lincoln**

City Administrator  
640 Fifth Street  
Lincoln, CA 95648  
(916) 645-3314  
[www.ci.lincoln.ca.us](http://www.ci.lincoln.ca.us)

Community Development  
640 Fifth Street  
Lincoln, CA 95648  
(916) 645-3320  
[www.ci.lincoln.ca.us](http://www.ci.lincoln.ca.us)

Fire Department  
770 Seventh Street  
Lincoln, CA 95648  
(916) 645-4040  
[www.ci.lincoln.ca.us](http://www.ci.lincoln.ca.us)



DIRECTORY
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Police Department  
770 Seventh Street  
Lincoln, CA 95648  
(916) 645-4040  
[www.ci.lincoln.ca.us](http://www.ci.lincoln.ca.us)

Public Works Department  
640 Fifth Street  
Lincoln, CA 95648  
(530) 645-8576  
[www.ci.lincoln.ca.us](http://www.ci.lincoln.ca.us)

### **Town of Loomis**

Town Hall  
6140 Horseshoe Bar Road. Suite K  
Loomis, CA 95650  
(916) 652-1840  
[www.loomis.ca.gov](http://www.loomis.ca.gov)

### **City of Rocklin**

City Administrator  
3970 Rocklin Road  
Rocklin, CA 95677  
(916) 625-5000  
[www.ci.rocklin.ca.us](http://www.ci.rocklin.ca.us)

Community Development Department  
3970 Rocklin Road  
Rocklin, CA 95677  
(916) 625-5100  
[www.ci.rocklin.ca.us](http://www.ci.rocklin.ca.us)

Police Department  
4060 Rocklin Road  
Rocklin, CA 95677  
(916) 625-5400  
[www.ci.rocklin.ca.us](http://www.ci.rocklin.ca.us)

Public Works Department  
4081 Alvis Court  
Rocklin, CA 95677  
(916) 625-5500  
[www.ci.rocklin.ca.us](http://www.ci.rocklin.ca.us)

Fire Department  
4060 Rocklin Road  
Rocklin, CA 95677  
(916) 625-5300  
[www.ci.rocklin.ca.us](http://www.ci.rocklin.ca.us)

### **City of Roseville**

City Manager  
311 Vernon Street  
Roseville, CA 95748  
(916) 774-5362  
[www.roseville.ca.us/index.asp?page=42](http://www.roseville.ca.us/index.asp?page=42)

Economic and Community Services Department  
311 Vernon Street  
Roseville, CA 95678  
(916) 774-5270  
[www.roseville.ca.us/index.asp?page=47](http://www.roseville.ca.us/index.asp?page=47)

Fire Department  
401 Oak Street, Room 402  
Roseville, CA 95678  
(916) 774-5800  
[www.roseville.ca.us/index.asp?page=46](http://www.roseville.ca.us/index.asp?page=46)

Parks and Recreation Department  
401 Oak Street, Room 400  
Roseville, CA 95678  
(916) 774-5242  
[www.roseville.ca.us/index.asp?page=50](http://www.roseville.ca.us/index.asp?page=50)

Planning Department  
311 Vernon Street  
Roseville, CA 95678  
(916) 774-5276  
[www.roseville.ca.us/index.asp?page=51](http://www.roseville.ca.us/index.asp?page=51)

Police Department  
1051 Junction Boulevard  
Roseville, CA 95678  
(916) 774-5010  
[www.roseville.ca.us/index.asp?page=52](http://www.roseville.ca.us/index.asp?page=52)

Public Works Department  
311 Vernon Street  
Roseville, CA 95678  
(916) 774-5331  
[www.roseville.ca.us/index.asp?page=53](http://www.roseville.ca.us/index.asp?page=53)

### **Business Organizations: Chambers of Commerce**

Auburn Area Chamber of Commerce  
601 Lincoln Way  
Auburn, CA 95603  
(530) 885-5616  
[www.auburnchamber.net](http://www.auburnchamber.net)

Colfax Area Chamber of Commerce  
P.O. Box 86 (Mailing)  
2 South Railroad Avenue  
Colfax, CA 95713  
(530) 346-8888  
[www.colfaxarea.com](http://www.colfaxarea.com)

Foresthill Chamber of Commerce  
P.O. Box 346 (Mailing)  
Foresthill, CA 95631  
(530) 367-2474  
[www.foresthillchamberonline.com](http://www.foresthillchamberonline.com)

Granite Bay/Roseville Chamber of Commerce  
650 Douglas Boulevard  
Roseville, CA 95678  
(916) 783-8136  
[www.rosevillechamber.com](http://www.rosevillechamber.com)

Lincoln Area Chamber of Commerce  
511 5<sup>th</sup> Street  
Lincoln, CA 95648  
(916) 645-2035  
[www.lincolinchamber.com](http://www.lincolinchamber.com)

DIRECTORY
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Loomis Basin Chamber of Commerce  
P.O. Box 1212 (Mailing)  
5911 King Road, Suite C  
Loomis, CA 95650  
(916) 652-7252  
[www.ppgn.com/lbcc\\_home.html](http://www.ppgn.com/lbcc_home.html)

North Lake Tahoe Resort Association  
P.O. Box 884 (Mailing)  
380 North Lake Boulevard  
Tahoe City, CA 96145  
(530) 581-6900

Employment Training Panel  
1100 J Street, Fourth Floor  
Sacramento, CA 95814  
(916) 327-5262  
[www.etp.ca.gov](http://www.etp.ca.gov)

Placer County Office of Economic Development  
175 Fulweiler Avenue  
Auburn, CA 95603  
(916) 889-4016  
[www.placer.ca.gov/business/business.htm](http://www.placer.ca.gov/business/business.htm)

Placer County Visitor Information Center  
13411 Lincoln Way  
Auburn, CA 95603  
(530) 887-2111  
[www.placer.ca.gov/visit/visit.htm](http://www.placer.ca.gov/visit/visit.htm)

Rocklin Chamber of Commerce  
5055 Pacific Street  
Rocklin, CA 95677  
(916) 624-2548  
[www.rocklinchamber.com](http://www.rocklinchamber.com)

Sacramento Area Commerce and Trade Organization (SACTO)  
400 Capitol Mall, Suite 2500  
Sacramento, CA 95814  
(916) 441-2144  
[www.sactoedc.org](http://www.sactoedc.org)

## DIRECTORY

State of CA Department of Parks and Recreation  
7806 Folsom-Auburn Road  
Folsom, CA 95630  
(916) 988-0205  
[www.parks.ca.gov](http://www.parks.ca.gov)

United States Forest Service  
22830 Foresthill Road  
Foresthill, CA 95631  
(530) 367-2224  
[www.fs.fed.us/r5/tahoe/](http://www.fs.fed.us/r5/tahoe/)

### Newspapers

Auburn Journal  
1030 High Street  
Auburn, CA 95603  
(530) 885-5656  
[www.auburnjournal.com](http://www.auburnjournal.com)

The Sentinel  
P.O. Box 9148  
Auburn, CA 95604  
(530) 823-3986

Loomis News  
P.O. Box 125  
Loomis, CA 95650  
(916) 652-7939

Lincoln News Messenger  
690 G Street  
Lincoln, CA 95648  
(916) 645-7733

North Tahoe/Truckee Week  
P.O. Box 67 (Mailing)  
200 Center Street  
Carnelian Bay, CA 96140  
(530) 546-5995

Placer Herald  
4253 Rocklin Road  
Rocklin, CA 95677  
(916) 624-9713

Roseville Press-Tribune  
188 Cirby Way  
Roseville, CA 95678  
(916) 786-8746  
[www.thepresstribune.com](http://www.thepresstribune.com)

Tahoe World  
395 North Lake Boulevard  
Tahoe City, CA 96145  
(530) 583-3487

### **Colleges and Universities**

American River College  
4700 College Oak Drive  
Sacramento, CA 95841  
(916) 484-8011  
[www.arc.losrios.edu/](http://www.arc.losrios.edu/)

California State University, Chico  
400 West First Street  
Chico, CA 95929  
(530) 898-4636  
[www.csuchico.edu](http://www.csuchico.edu)

California State University, Sacramento  
6000 J Street  
Sacramento, CA 95819  
(916) 278-6011  
[www.csus.edu](http://www.csus.edu)

Cosumnes River College  
8401 Center Parkway  
Sacramento, CA 95823  
(916) 691-7410  
[www.crc.losrios.edu](http://www.crc.losrios.edu)

Golden Gate University  
2595 Capitol Oaks Drive  
Sacramento, CA 95833  
(916) 648-1446  
[www.ggu.edu/about/Locations/Sacramento](http://www.ggu.edu/about/Locations/Sacramento)

DIRECTORY
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McGeorge School of Law  
3200 Fifth Avenue  
Sacramento, CA 95817  
(916) 739-7191  
[www.mcgeorge.edu](http://www.mcgeorge.edu)

National University  
9320 Tech Center Drive  
Sacramento, CA 95826  
(916) 855-4101  
[www3.nu.edu/aboutNU/locations/S-T.html](http://www3.nu.edu/aboutNU/locations/S-T.html)

Sacramento City College  
3835 Freeport Boulevard  
Sacramento, CA 95822  
(916) 558-2111 (Recorder)  
(916) 558-2441 (General Information)  
[www.scc.losrios.edu/](http://www.scc.losrios.edu/)

Sierra College  
5000 Rocklin Road  
Rocklin, CA 95677  
(916) 624-3333  
[www.sierra.cc.ca.us](http://www.sierra.cc.ca.us)

University of California, Davis  
One Shields Avenue  
Davis, CA 95616  
(916) 752-1011  
[www.ucdavis.edu](http://www.ucdavis.edu)

Yuba College  
2088 North Beale Road  
Marysville, CA 95901  
(916) 741-6700  
[www.yuba.cc.ca.us](http://www.yuba.cc.ca.us)

### **Cultural Entities**

The Arts Council of Placer County  
808 Lincoln Way  
Auburn, CA 95603  
[www.placerarts.org](http://www.placerarts.org)

DIRECTORY
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Bernhard Museum Complex  
291 Auburn-Folsom Road  
Auburn, CA 95603  
(530) 889-6500  
[www.placer.ca.gov/museum/bernhard.htm](http://www.placer.ca.gov/museum/bernhard.htm)

Carnegie Museum  
557 Lincoln Street  
Roseville, CA 95678  
(916) 773-3003  
[www.rosevillehistorical.org](http://www.rosevillehistorical.org)

Foresthil Divide Museum  
24601 Harrison Street  
In Leroy Botts Memorial Park  
Foresthil, CA 95631  
(530) 367-3988  
[www.placer.ca.gov/museum/foresthil.htm](http://www.placer.ca.gov/museum/foresthil.htm)

Gatekeeper's Museum  
130 West Lake Boulevard  
Tahoe City, CA 96145  
(530) 583-1762

Gold Country Museum  
1273 High Street  
In the Gold Country Fairgrounds  
Auburn, CA 95603  
(530) 887-0690  
[www.placer.ca.gov/museum/goldctry.htm](http://www.placer.ca.gov/museum/goldctry.htm)

Golden Drift Museum  
32820 Main Street  
Dutch Flat, CA 95714  
(530) 389-2126  
[www.placer.ca.gov/museum/goldrift.htm](http://www.placer.ca.gov/museum/goldrift.htm)

Maidu Interpretive Center  
1960 Johnson Ranch Road  
Roseville, CA 95661  
(916) 772-4242  
[www.roseville.ca.us/index.asp?page=379](http://www.roseville.ca.us/index.asp?page=379)



Mondavi Center  
University of California, Davis  
One Shields Avenue  
Davis, CA 95616  
(530) 754-5000  
[www.cfa.ucdavis.edu](http://www.cfa.ucdavis.edu)

Roseville Arts Center/Haman House/Tower Lobby Gallery  
424 Oak Street  
Roseville, CA 95678  
(916) 783-4117

Roseville Telephone Museum  
106 Vernon Street  
Roseville, CA 95678  
(916) 786-1621

Placer County Museum  
101 Maple Street  
Auburn, CA 95603  
(530) 889-6500  
[www.placer.ca.gov/museum/courthou.htm](http://www.placer.ca.gov/museum/courthou.htm)

### **Hazardous Waste Removal**

Chemical Waste Management  
35251 Old Skyline Road  
Kettleman City, CA 93239  
(559) 386-6134

### **Hospitals**

Kaiser Permanente Medical Group  
1600 Eureka Road (Mailing)  
1001 Riverside Avenue  
Roseville, CA 95661  
(916) 784-4000  
[www.kaiserpermanente.org/locations/california/locationsnorth/](http://www.kaiserpermanente.org/locations/california/locationsnorth/)

Sutter Roseville Medical Center  
One Medical Plaza  
Roseville, CA 95661  
(916) 781-1000  
[www.sutterhealth.org](http://www.sutterhealth.org)

Sutter Auburn Faith Hospital  
P.O. Box 8992 (Mailing)  
11815 Education Street  
Auburn, CA 95602  
(530) 888-4500  
[www.sutterhealth.org](http://www.sutterhealth.org)

Tahoe Forest Hospital  
P.O. Box 759 (Mailing)  
10121 Pine Avenue  
Truckee, CA 96160  
(530) 587-6011  
[www.tfhd.com](http://www.tfhd.com)

## **Transportation**

Amtrak  
Ticket Office  
401 I Street  
Sacramento, CA 95814  
Placer County Terminal  
222 Main Street  
Roseville, CA 95678  
(916) 444-7094  
[www.amtrak.com](http://www.amtrak.com)

Auburn Airport  
2409 Rickenbacker Way  
Auburn, CA 95602  
(530) 888-8026  
[www.auburn.ca.gov/dept/dept\\_airport.html](http://www.auburn.ca.gov/dept/dept_airport.html)

Greyhound Bus Lines  
201 Pacific Street  
Roseville, CA 95678  
(916) 783-4101  
[www.greyhound.com](http://www.greyhound.com)

Lincoln Regional Airport  
1420 Flightline Drive  
Lincoln, CA 95648  
(916) 645-3443  
<http://ci.lincoln.ca.us/index.cfm?page=244648>

DIRECTORY
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Port of Sacramento  
P.O. Box 980070 (Mailing)  
3251 Beacon Boulevard, Suite 210  
West Sacramento, CA 95798  
(916) 371-8000  
[www.portofsacramento.com](http://www.portofsacramento.com)

Sacramento International Airport  
6900 Airport Boulevard  
Sacramento, CA 95837  
(916) 929-5411 or  
(916) 874-0700  
<http://airports.saccounty.net/SMF%20fact%20sheet.htm>

Sacramento Regional Transit  
P.O. Box 2110 (Mailing)  
1400 29<sup>th</sup> Street  
Sacramento, CA 95812  
(916) 321-2877  
[www.sacrt.com](http://www.sacrt.com)

Truckee Tahoe Airport District  
10356 Truckee Airport Road  
Truckee, CA 96161  
(530) 587-4119  
[www.truckeetahoeairport.com](http://www.truckeetahoeairport.com)

Reno/Tahoe International Airport  
P.O. Box 12490 (Mailing)  
2001 East Plum Lane  
Reno, NV 89502  
(775) 328-6400  
[www.renoairport.com](http://www.renoairport.com)

TART (Tahoe Area Regional Transit)  
P.O. Box 1909  
Tahoe City, CA 96145  
(530) 550-1212  
[www.placer.ca.gov/works/tart.htm](http://www.placer.ca.gov/works/tart.htm)

## Utilities

Agate Bay Water Company  
P.O. Box 444,  
Carmichael, CA 96140  
(530) 546-2019

Alpine Springs County Water District  
P.O. Box 1879 (Mailing)  
270 Alpine Meadows Road  
Tahoe City, CA 96145  
(530) 583-2342

Christian Valley Park Community and Water Services District  
Dry Creek Road  
Auburn, CA 95603  
(530) 878-8050 or (530) 878-7395

American Water  
P.O. Box 7150  
Pasadena, CA 91109  
(800) 794-7350  
[www.amwater.com](http://www.amwater.com)

Donner Summit Public Utility District  
P.O. Box 610  
Soda Springs, CA 95728  
(530) 426-3456  
[www.dspud.com](http://www.dspud.com)

Foresthill Public Utility District  
24540 Main Street  
Foresthill, CA 95631  
(530) 367-2511

Fulton Water Company  
P.O. Box 1903  
Tahoe City, CA 96145  
(530) 583-3644

Glenshire Mutual Water Company  
14630 Glenshire Drive  
Truckee, CA 96161  
(530) 587-4949

DIRECTORY
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McKinney Water District  
P.O. Box 2567 (Mailing)  
16245 Jackson Oaks Drive  
Morgan Hill, CA 95038  
(408) 778-1898

Meadow Vista County Water District  
17000 Placer Hills Road  
Meadow Vista, CA 95722  
(530) 878-0828

Nevada Irrigation District,  
P.O. Box 1019 (Mailing)  
1036 West Main Street  
Grass Valley, CA 95945  
(530) 273-6185  
[www.nid.dst.ca.us](http://www.nid.dst.ca.us)

Northstar Community Service District  
P.O. Box 34030(Mailing)  
875 National Avenue  
Truckee, CA 96160  
(530) 562-0747  
[www.northstarcsd.com](http://www.northstarcsd.com)

North Tahoe Public Utility District  
P.O. Box 139  
Tahoe Vista, CA 96148  
(530) 546-4212  
[www.northlaketahoe.net/public.html](http://www.northlaketahoe.net/public.html)

Pacific Gas and Electric Company  
1050 High Street  
Auburn, CA 95603  
&  
151 North Sunrise Avenue,  
Room 513  
Roseville, CA 95661  
(800) 743-5000  
[www.pge.com](http://www.pge.com)

DIRECTORY
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Pacific Gas & Electric Company  
231 D Street  
P.O. Box 671  
Marysville, CA 95901  
(800) 743-5000 or  
(530) 634-6442  
[www.pge.com](http://www.pge.com)

Placer County Water Agency  
P.O. Box 6570 (Mailing)  
144 Ferguson Road  
Auburn, CA 95604  
(530) 823-4850  
[www.pcwa.net](http://www.pcwa.net)

Roseville Electric  
311 Vernon Street  
Roseville, CA 95678  
(916) 774-5600  
[www.rosevilleelectric.org](http://www.rosevilleelectric.org)

SBC Communications (formerly Pacific Bell)  
2700 Watt Avenue  
Sacramento, CA 95821  
(800) 310-2355  
[www.sbc.com](http://www.sbc.com)

San Juan Water District  
9935 Auburn-Folsom Road  
Granite Bay, CA 95746  
(916) 791-0115  
[www.sjwd.org](http://www.sjwd.org)

Sierra Lakes County Water District  
PO Box 1039 (Mailing)  
7300 Short Road  
Soda Springs, CA 95729  
(530) 426-7802

Sierra Pacific Resources  
P.O. Box 107 (Mailing)  
7001 National Avenue  
Tahoe Vista, Ca 96148  
(530) 546-1700  
[www.sierrapacificresources.com/contact/](http://www.sierrapacificresources.com/contact/)

DIRECTORY
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South Placer Municipal Utility District  
3671 Taylor Road  
Loomis, CA 95650  
(916) 652-5877

Southwest Gas  
218 Incline Court  
Incline Village, NV 89451  
(775) 831-1066  
[www.swgas.com](http://www.swgas.com)

Squaw Valley Public Service District  
P.O. Box 2026  
Olympic Valley, CA 96146  
(530) 583-4692  
[www.svpsd.org](http://www.svpsd.org)

Squaw Valley Mutual Water Company  
P.O. Box 2276  
Olympic Valley, CA 96146  
(530) 583-3674

Surewest Communications (formerly Roseville Telephone Company)  
2090 Hilltop Circle  
P.O. Box 969 (Mailing)  
Roseville, CA 95678  
(916) 772-2000  
[www.surewest.com](http://www.surewest.com)

Tahoe City Public Utility District  
P.O. Box 5249  
Tahoe City, CA 96145  
(530) 583-3796  
[www.tahoecitypud.com](http://www.tahoecitypud.com)

Tahoe Swiss Village Utility  
P.O. Box 102  
Homewood, CA 96141  
(530) 525-6659

Tahoe Truckee Sanitary Agency  
13720 Joerger Drive  
Truckee, CA 96161  
(530) 587-2525

DIRECTORY
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Tamarack Mutual  
P.O. Box 34  
Tahoma, CA 96142  
(530) 525-7534

Truckee Donner Public Utility District  
11570 Donner Pass Road  
Truckee, CA 96160  
(530) 587-3896  
[www.tdpud.org](http://www.tdpud.org)